Adblock Plus Options Page
Style Guide

Created by Jeen Low,
Feb 2017
Version 2.1

eye/o

H1: Main Heading - Light, 48/54px, #4A4A4A

H2: Section header - Bold, 22/26px, #000000

H3: Bold content within body or form labels - Semibold, 22/27px, #000000

Body: Regular, 20/27px #4A4A4A

Body selected: Bold, 20/27px #4A4A4A

Text link: Regular, 20/27px #099CD0

LABEL: BUTTON TEXT - BOLD, 18/24px, #099CD0

Instruction text: Regular, 18/24px, #4A4A4A

List item:

Line height: 26px

Between list items: 14px

Light gray
#F3F3F3
rgba(243,243,243,1);

Gray
#BBBBBB
rgba(188,188,188,1);

Quartz
#4A494A
rgba(74,74,74,1);

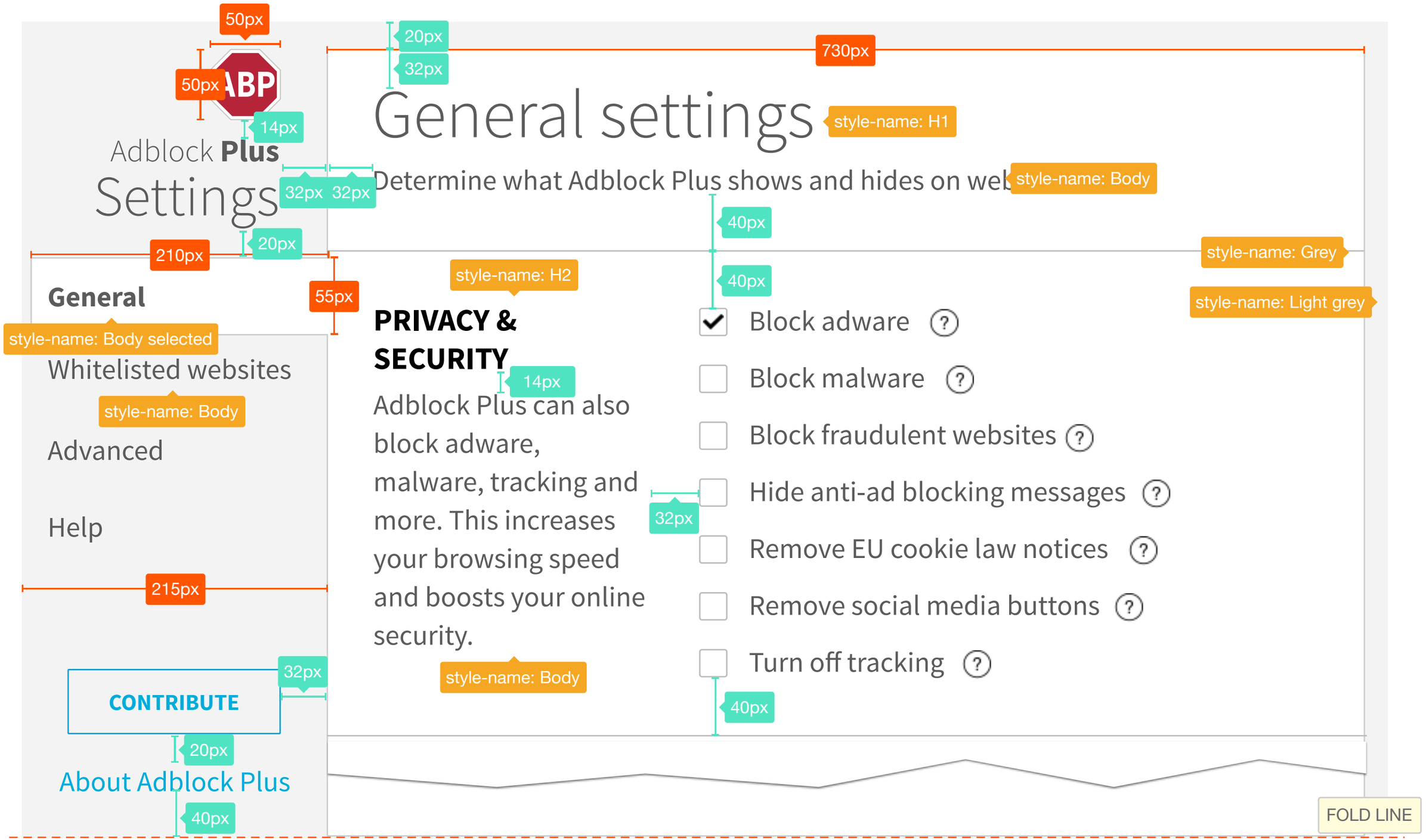
Black
#000000
rgba(0,0,0,1);

ABP red
#C11D26
rgba(193,29,39,1);

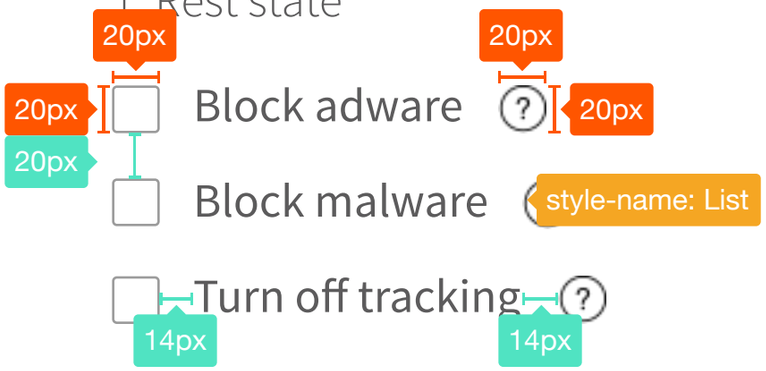
Clear blue
#E1F2FA
rgba(225,242,250,1);

Light blue
#5CBCE1
rgba(92,188,225,1);

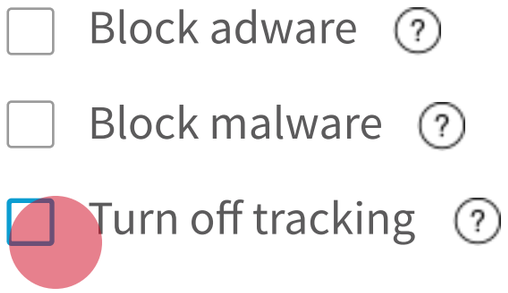
Blue
#099DD1
rgba(10,157,209,1);


50px
50px
14px
Adblock Plus
Settings
32px 32px
210px
20px
55px
General
style-name: Body selected
Whitelisted websites
style-name: Body
Advanced
Help
215px
32px
CONTRIBUTE
20px
About Adblock Plus
40px
20px
32px
730px
General settings
style-name: H1
Determine what Adblock Plus shows and hides on wel
style-name: Body
40px
40px
style-name: Grey
style-name: Light grey
style-name: H2
PRIVACY & SECURITY
14px
Adblock Plus can also block adware, malware, tracking and more. This increases your browsing speed and boosts your online security.
style-name: Body
32px
Block adware
Block malware
Block fraudulent websites
Hide anti-ad blocking messages
Remove EU cookie law notices
Remove social media buttons
Turn off tracking
40px
FOLD LINE

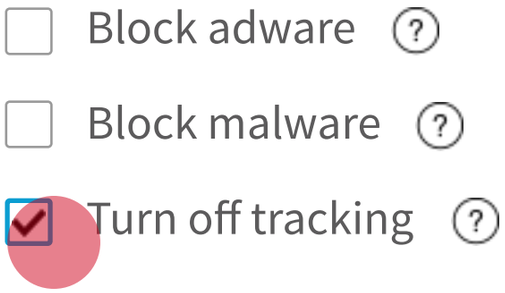
1. Rest state



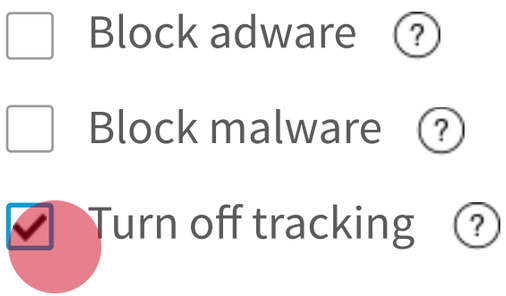
2. Hover-over state



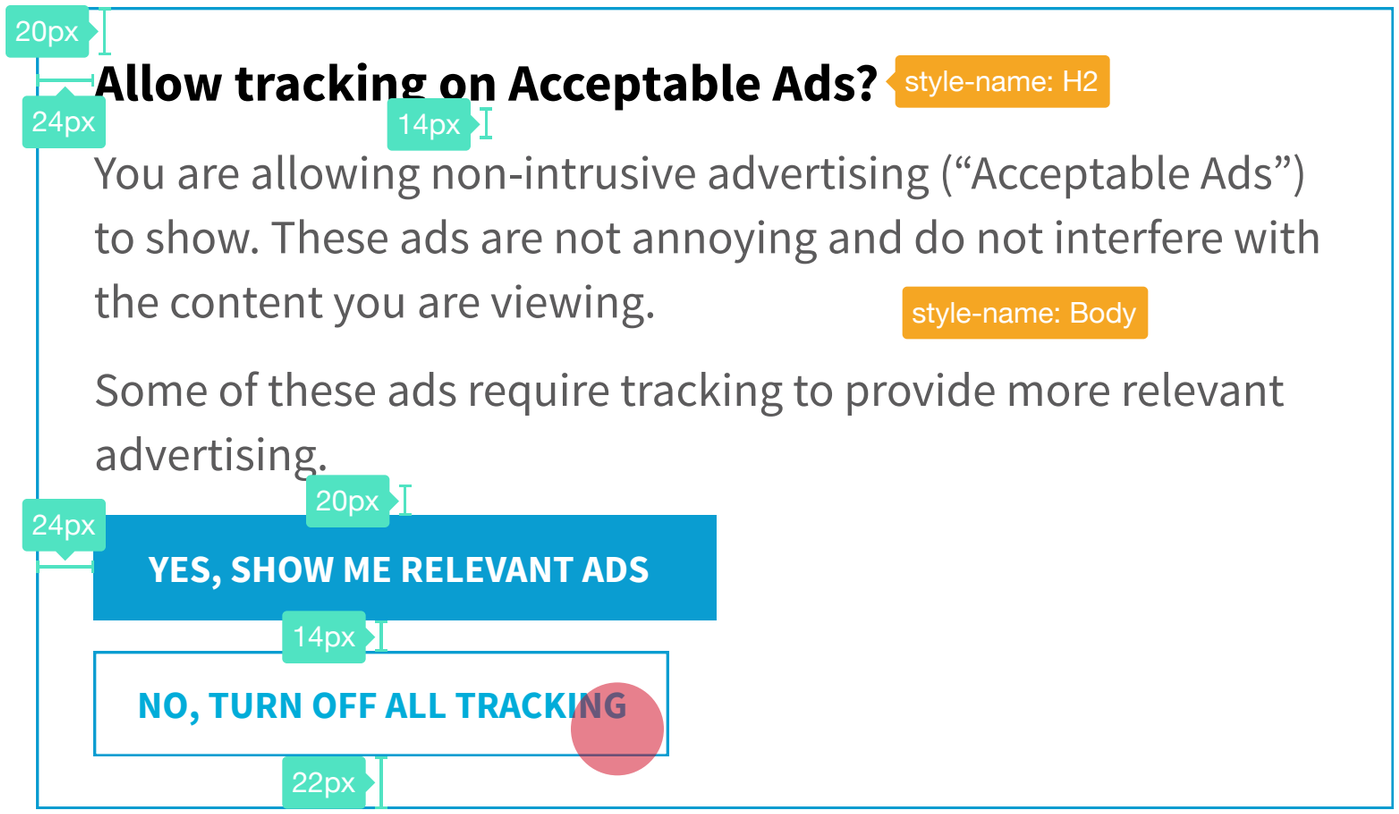
3. Click state



4. Click state

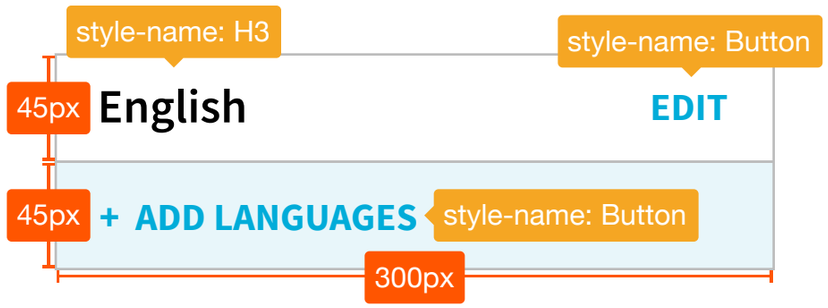


5. Modal overlay

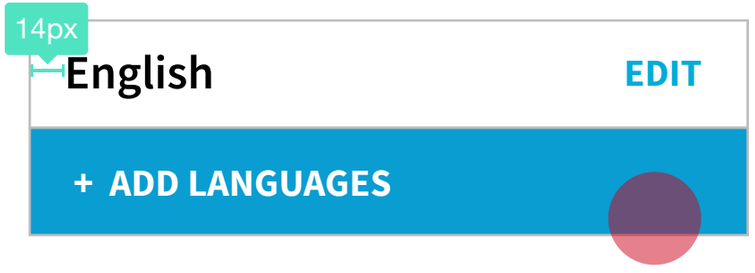


Show nonintrusiv Nonintrusive ads are interfere with the co **Note**: These ads trac provide you with mo	**Show nonintru** Nonintrusive ads interfere with the **Note**: These ads provide you with	**Show nonin** Nonintrusive ads interfere with the **Note**: These ads t provide you with	**Show nonintrusive** style-name: H3 Nonintrusive ads are not annoying and do not interfere with the content you are viewing. **Note**: These ad style-name: Instruction text g habits to provide you with more relevant ads.
Show only nonint friendly These ads do not col be less relevant as a **Note:** For this featur enable **Do Not Track** Find out how.	**Show only non friendly** These ads do not be less relevant a **Note:** For this fea enable **Do Not Tr** Find out how.	**Show only noni friendly** These ads do not be less relevant as **Note:** For this feat enable **Do Not Tra** Find out how.	**Show only nonintrusive ads that are privacy-friendly** These ads do not collect any user data. Ads may be less relevant as a result. **Note:** For this feature to work properly, please enable **Do Not Track** in your browser preferences. Find out how.
Hide all ads	**Hide all ads**	**Hide all ads**	**Hide all ads**

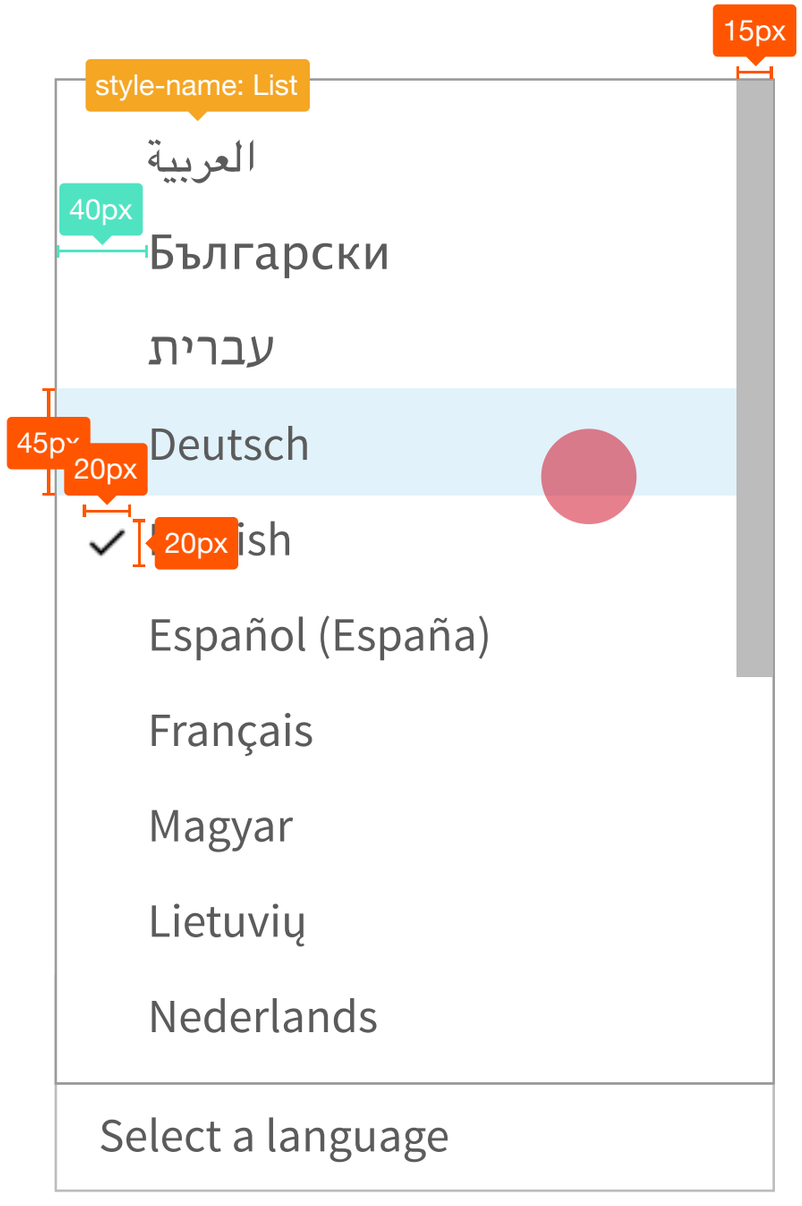
1. Rest state (one language)



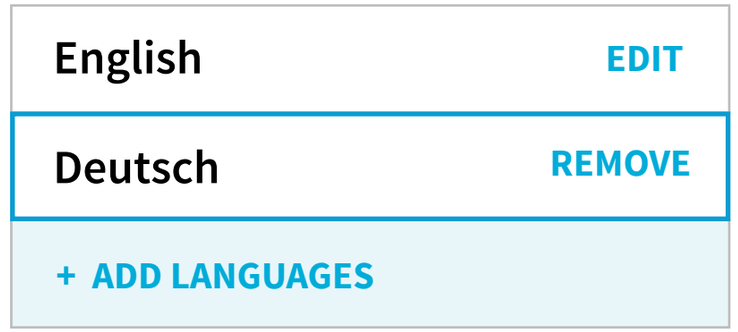
2. Hover-over state



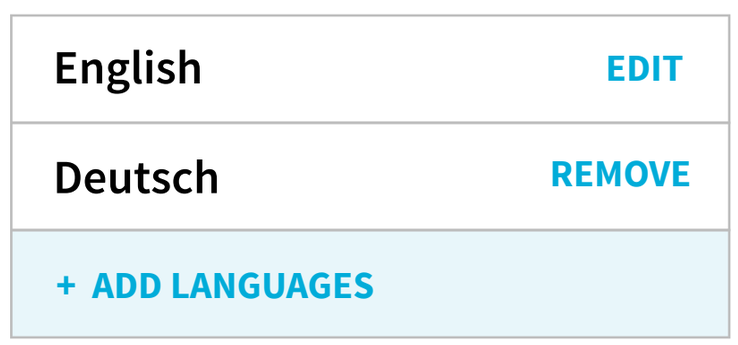
3. Language drop-down menu



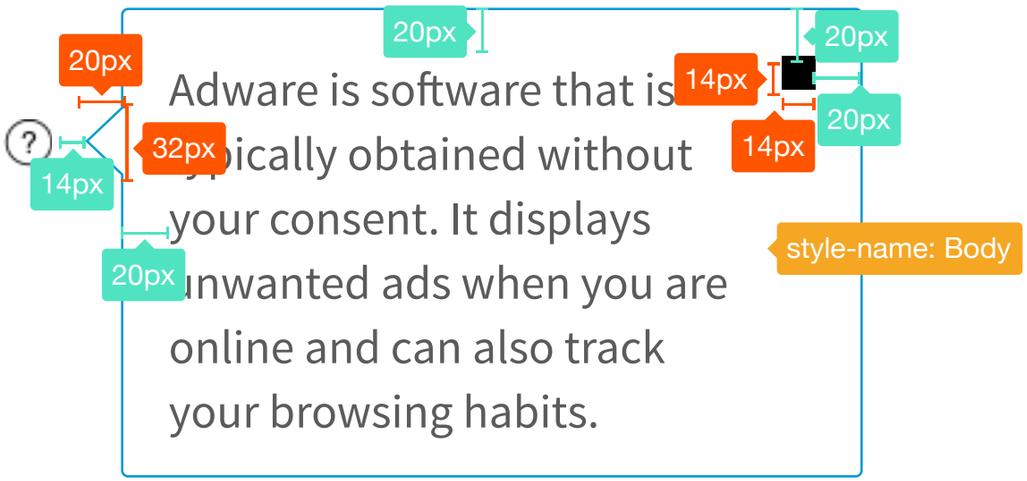
4. New language added



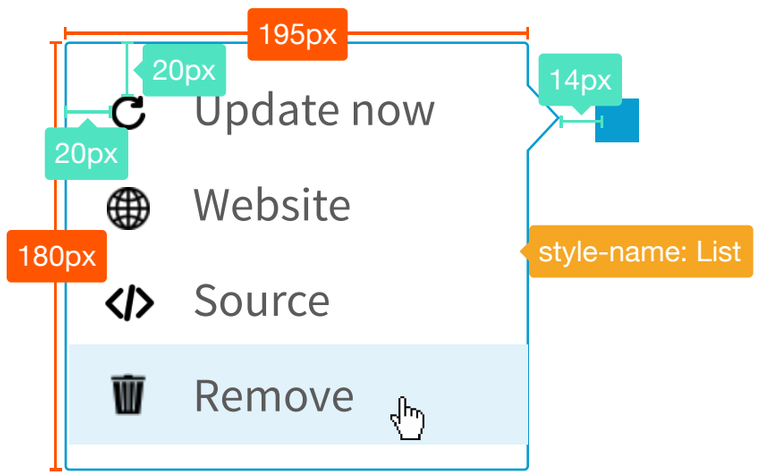
5. Rest state (Mulitple languages in list)



1. Tooltips



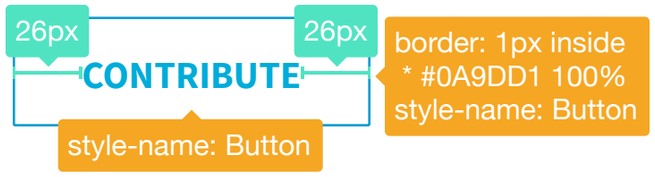
2. Menu (Advanced settings)



1. Primary button (active)

3. Primary button (inactive)

3. Secondary button



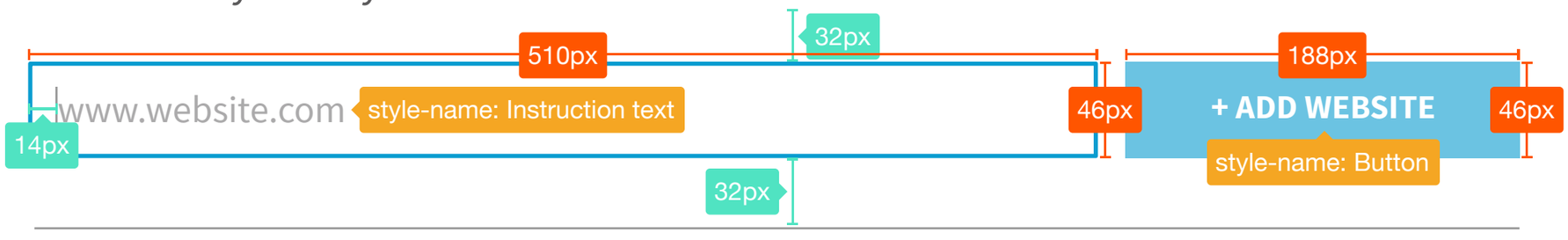
1. Rest state, no input (autofocus on input field)

Whitelisted websites

style-name: H1

style-name: Body

When you whitelist a website you are unblocking all ads and tracking for that website. This means you may see ads on the whitelisted website. Learn more



2. Input active (not yet validated)

www.forb

+ ADD WEBSITE

3. Input validated

www.forbes.com

+ ADD WEBSITE

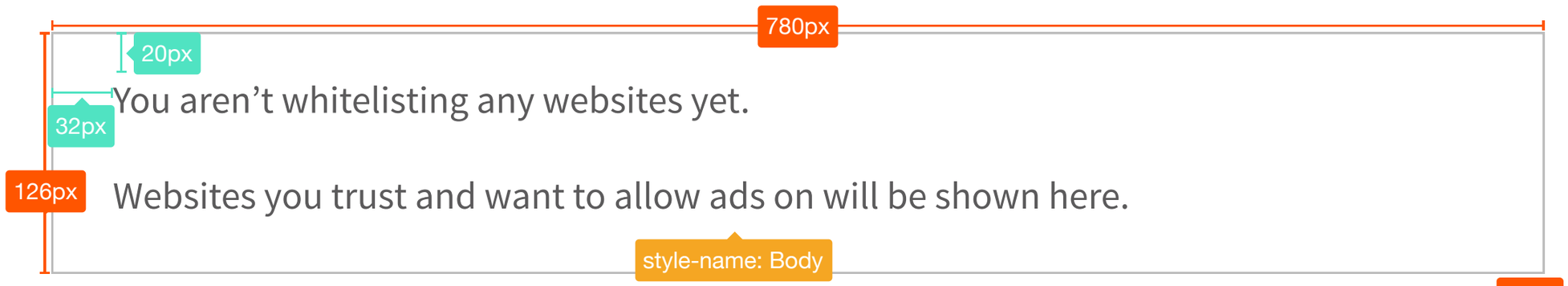
3. Error state (URL already added)

www.forbes.com

+ ADD WEBSITE

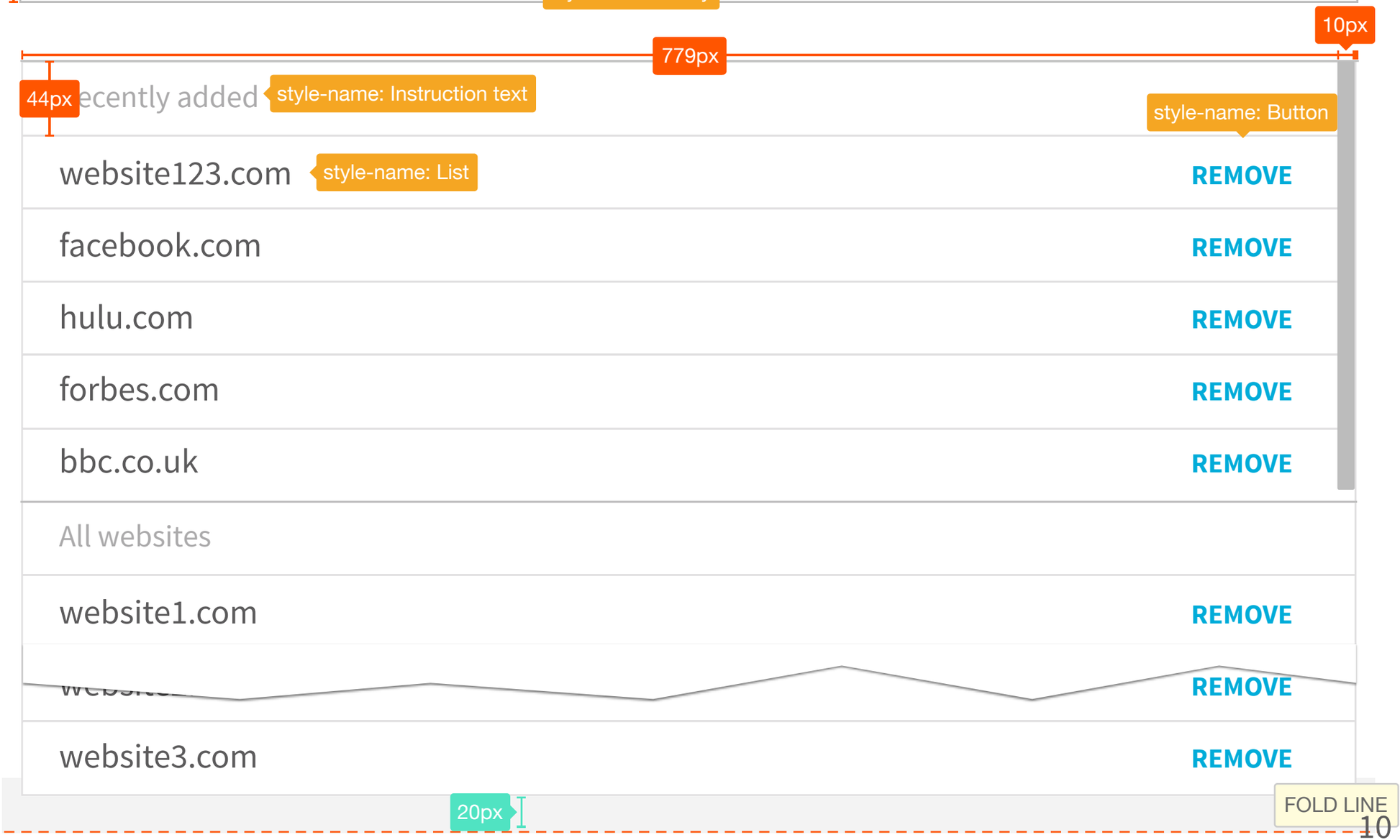
Website is already whitelisted

1. Whitelist table (empty state)



2. Whitelist table (Full state)

- Show up to 5 “Recently added” websites from current session.
- If no websites have been added in the current session, remove the “Recently added” section, including the title.
- All websites list (will include recently added websites) should be shown in alphabetical order.



1. Filterlist table (full) statuses:

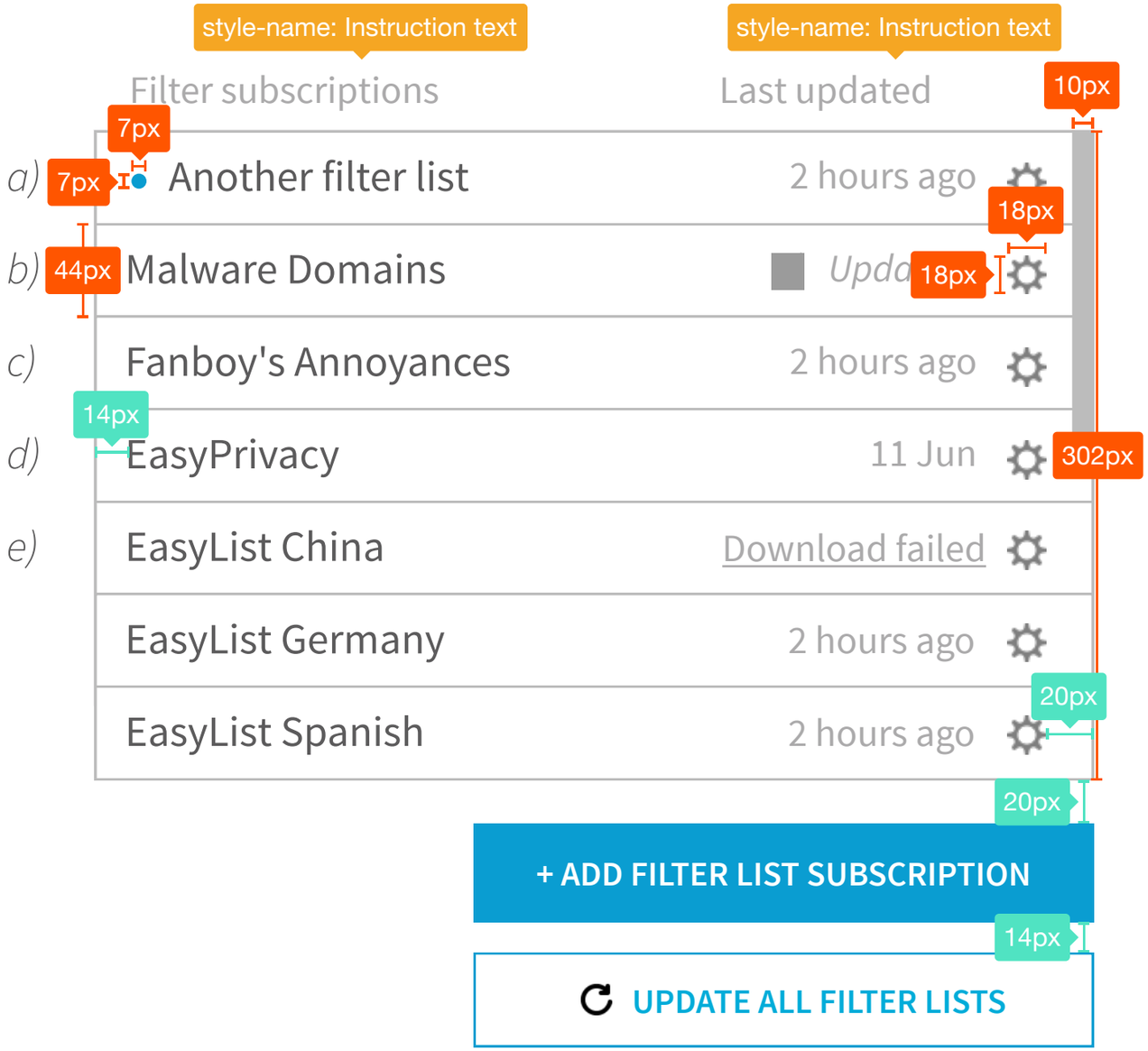
a) Newly added filter: When a filter has been added in the current session. Blue dot dissappears after each session. List is ordered by most recently added.

b) Updating: When filter list is being updated.

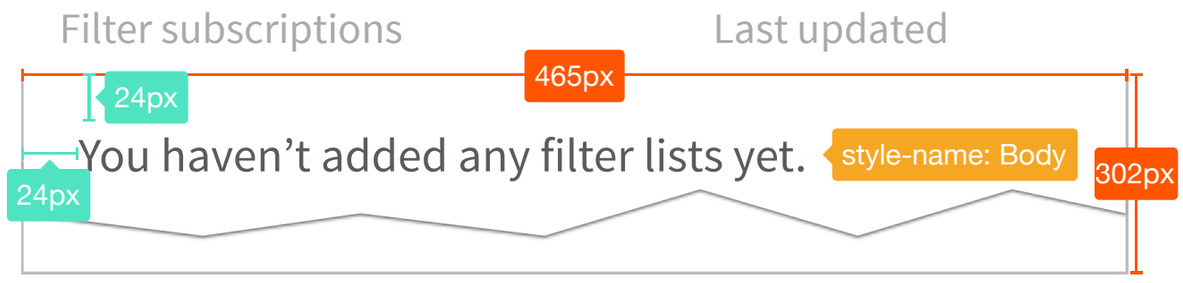
c) Last updated (less than 24 hours ago)

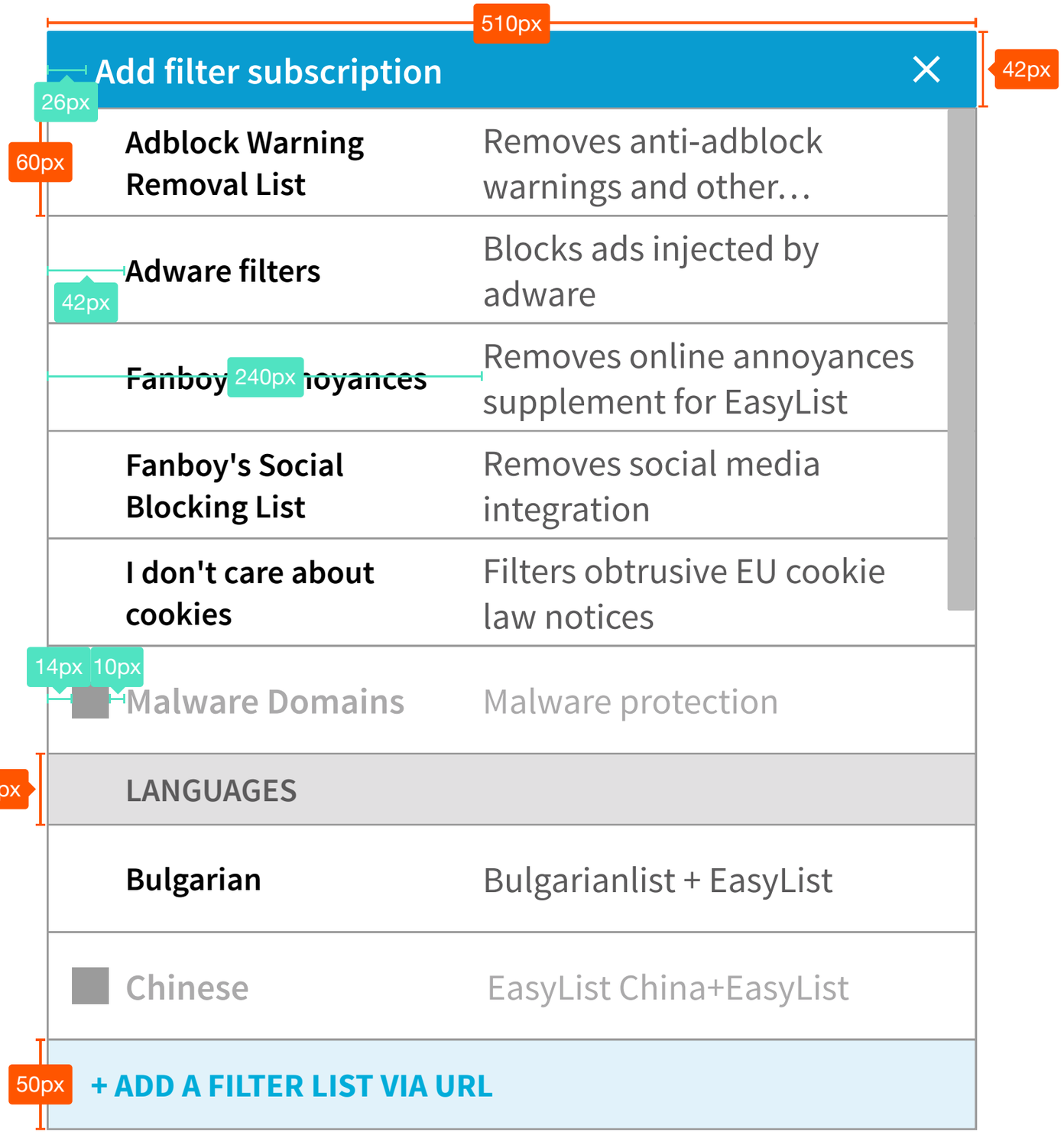
d) Last updated (over 24hrs ago)

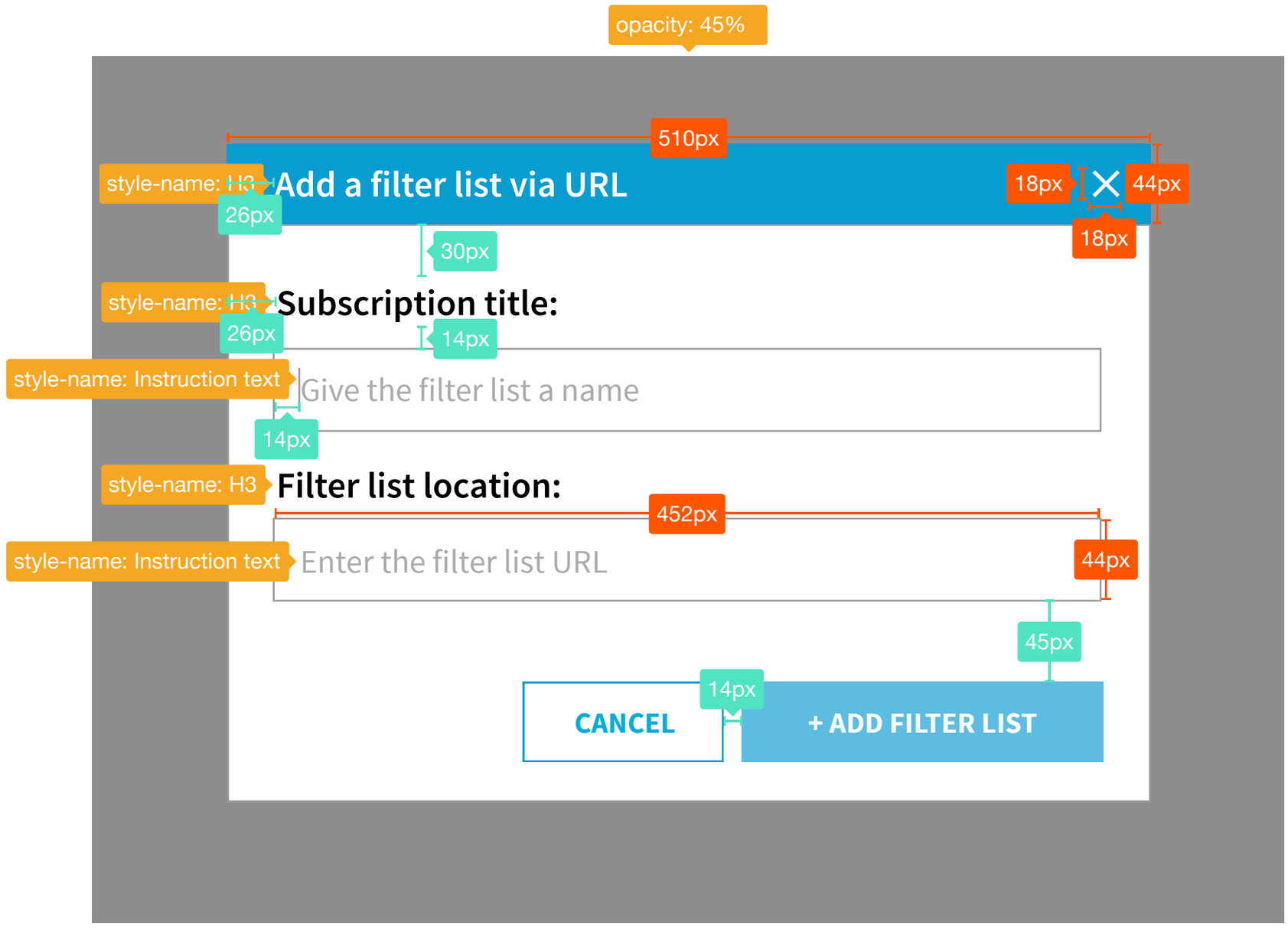
e) Error state: When a filter list has failed to download. Clicking on the link will trigger a pop-up error message.



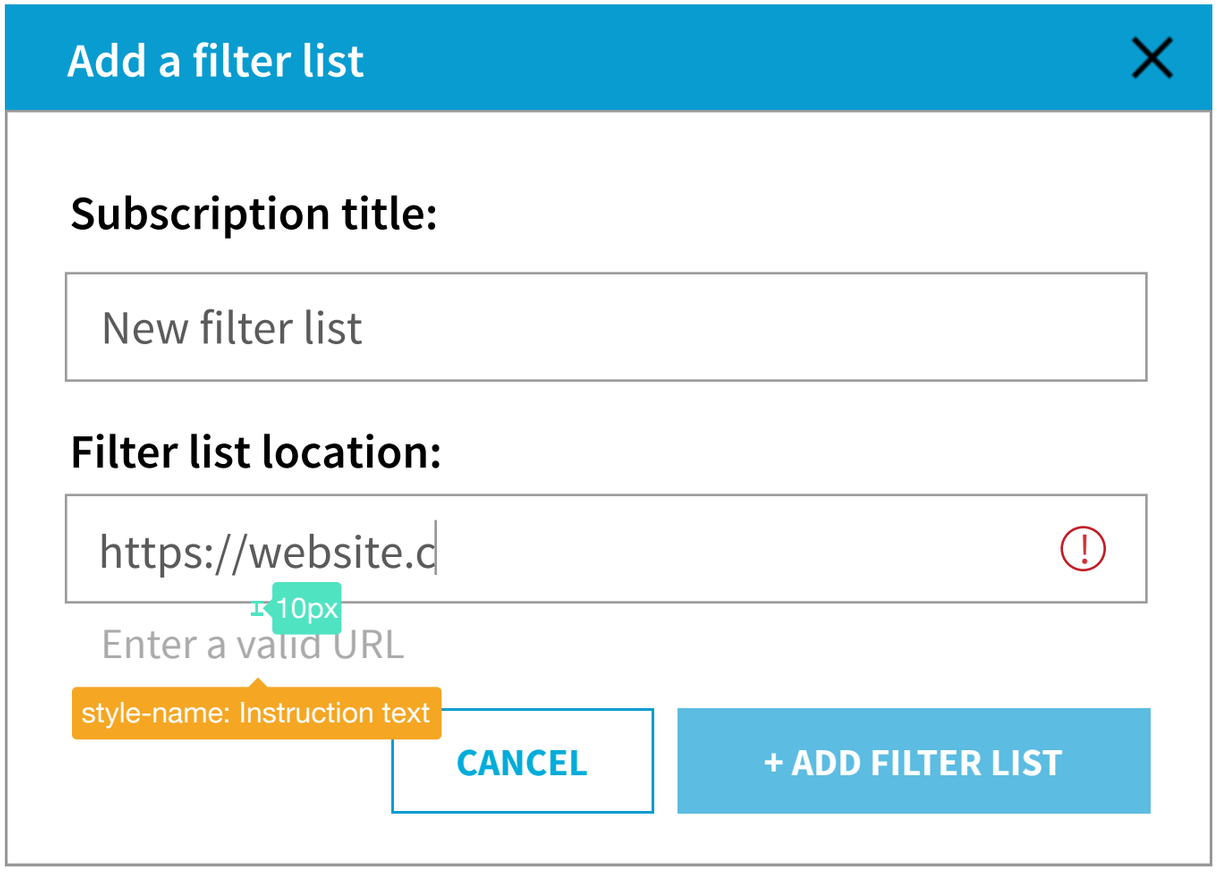
1. Filterlist table (empty state)



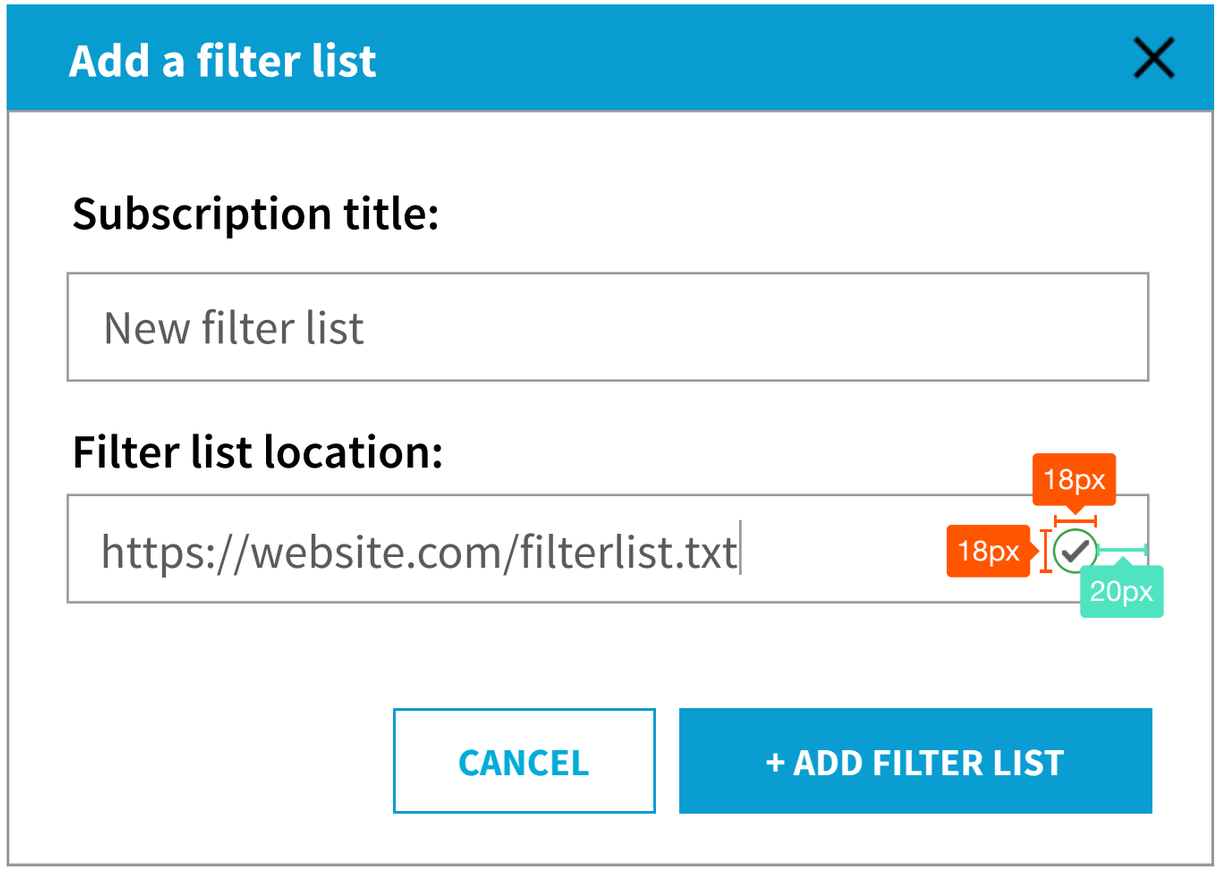

510px
Add filter subscription
42px
26px
60px
Adblock Warning Removal List
Removes anti-adblock warnings and other…
Adware filters
Blocks ads injected by adware
42px
Fanboy 240px loyances
Removes online annoyances supplement for EasyList
Fanboy's Social Blocking List
Removes social media integration
I don't care about cookies
Filters obtrusive EU cookie law notices
14px
10px
Malware Domains
Malware protection
40px
LANGUAGES
Bulgarian
Bulgarianlist + EasyList
Chinese
EasyList China+EasyList
50px
+ ADD A FILTER LIST VIA URL


opacity: 45%
510px
style-name: H3
Add a filter list via URL
18px
44px
18px
26px
30px
style-name: H3
Subscription title:
26px
14px
style-name: Instruction text
Give the filter list a name
14px
style-name: H3
Filter list location:
452px
style-name: Instruction text
Enter the filter list URL
44px
45px
14px
CANCEL
+ ADD FILTER LIST

1. Filterlist overlay (error state)



2. Filterlist overlay (success state)



1. Custom Filter table (rest state)

My custom filter list style-name: H3

14px 14px 14px

/ads/track/*
/ads_tracker.
/ads_tracking.
/adsct?
/adstat.
/adstats.
/adstrack. style-name: Body
/adtctr.
/adtrk/*
/adv/tracking.
/adviewtrack.
/advstats/*
/adwords-conversion-tracking.

360px

465px

14px

EDIT FILTER

2. Custom Filter table (active state)

My custom filter list

/ads/track/*
/ads_tracker.
/ads_tracking.
/adsct?
/adstat.
/adstats.
/adstrack.
/adtctr.
/adtrk/*
/adv/tracking.
/adviewtrack.
/advstats/*
/adwords-conversion-tracking.

SAVE

3. Custom Filter table (error state)

My custom filter list

/ads/track/*
/ads_tracker.
/ads_tracking.
/adsct?
/adstat.
/adstats.
/adstrack.
/adtctr.
/adtrk/*
/adv/tracking.
/adviewtrack.
/advstats/*
/adwords-conversion-tracking.

14px

A very very very very very long error message goes here.

style-name: Instruction text

SAVE

FORUM

The official Adblock Plus support forum. Find answers, from the community.

Popular topics

14px

Facebook news feed “sponsored” posts

Youtube Loads Black Screen

Could be ABP invisible to sites ? NO. See why.

style-name: List

AdBlock exception rule

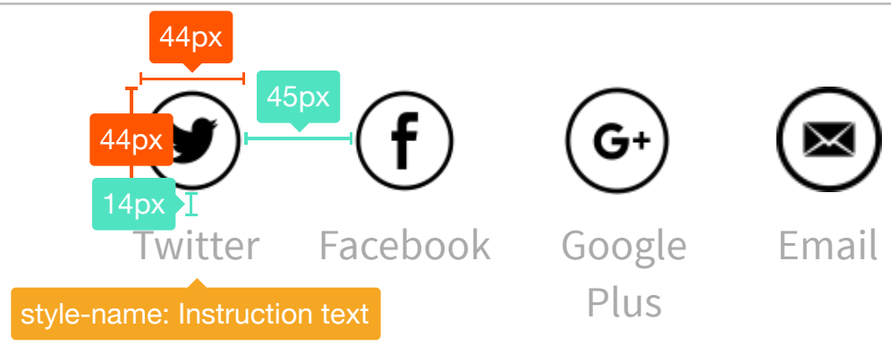
abp: scheme ‘The address wasn’t understood’

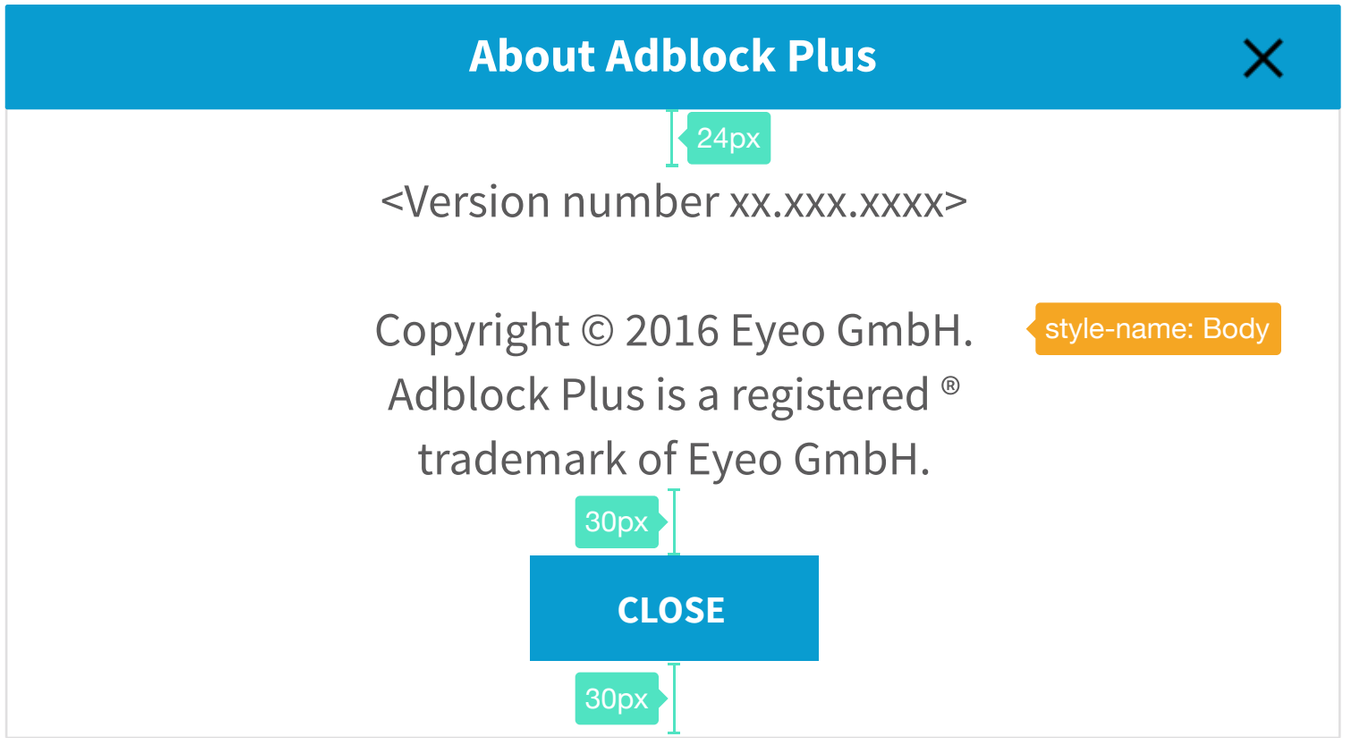
20px

GO TO THE FORUM

GET IN TOUCH

Have a question? We're here to help. Get in touch with us on social media or via email.




About Adblock Plus
24px
<Version number xx.xxx.xxxx>
Copyright © 2016 Eyeo GmbH.
Adblock Plus is a registered ®
trademark of Eyeo GmbH.
style-name: Body
30px
CLOSE
30px

VERSION #	DATE	CHANGE DETAILS
1	01.02.17	First version created
2	08.02.17	• General: Removed fill on icons that were causing them to be exported as a colour block. • General: Reorganised pages. • Pg. 4: included DNT settings overlay. • Pg. 8: Updated button measurements, so button width is relative to the text. • Pg. 16: Added error messaging for custom filter list creation. • Pg. 17: Changed links to the Help Center to link to the Forum instead.
2.1	13.02.17	• Pg. 13: Added details for the subscription overlay.