

Brand / Logo

Master Brand

Link to EUIPO protection





skinflint

geizhals_logo_without_margin



cenowarka-logo-162x45

Logo Variations

and order from the first discount and the state of the first state of



 $54393294_10156936041478418_1264799797735... \qquad 23722695_10155773221548418_3514646520206...$

Dont's

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528625_10150701172323418_690715169_n

Favicons

and easts from an any final state asserts disconnect trains almost east to discuss by the brooks of the brooks

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Size & Positioning

and easts and as and analyments analyment the analyment to animal and another at the analys of animal as any and analyment and animal and animal and animal and animal ani

GH Wording

Anrede

Geizhals verwendet die "Duz-Kultur": **Erhalte** eine Benachrichtigung, wenn **dein** Wunschpreis für das Produkt erreicht ist.

Deutsch	Englisch	Polnisch	Kommentar
Abonnierte Suchen	Search subscriptions		
(Die) E-Mail-Adresse	Email address		
(Die) E-Mail	wenn Email		Wird nur verwendet, wenn E-Mail-Adresse / Email address im label zu lange ist
Zum Angebot	Go to store		
Preisalarm	Price alert		
Nicht erfasste Produkte	Not covered products		"Unsortiert" sollte vermieden werden, da zu wenig aussagekräftig

Eventuell ein eigenes file dafür erstellen, da sortierung etc. im table bei frontify zu wenig funktionen hat (z.B. sortierung fehlt); oder confluence dafür verwenden und hier verlinken!

Colors

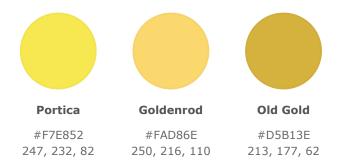
Brand color

Official geizhals brand color



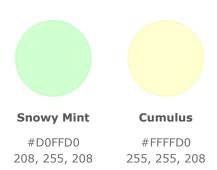
Offer button colors

The offer button contains the following colors. Background: linear-gradient(#f7e852,#fad86e) border: 1px solid #d5b13e

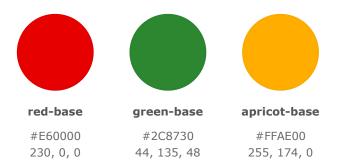


See Button

Offer availability colors



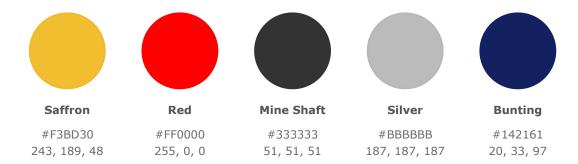
Accent colors



Color	Used for
red-base	error messages. use white text on red-base background
green-base	success messages. use white text on green-base background
apricot-base	Productcompare-Widget and icons. If apricot-base is used for background, please use black foreground text.

Additional colors

Additional colors used throughout PV



Color	Used for
Saffron	stars_glat.svg
Red	"FREE DELIVERY"-Text
Mine Shaft	Footer background
Silver	Footer text color
Bunting	Breadcrumb background

Color variations

Brand color variations

not really brand color variantions, but these colors are mostly used on the product page

gh-blue-darker-5	HEX #004780	RGB 0, 71, 128
gh-blue-lighter-10	HEX #0071CC	RGB 0, 113, 204
gh-blue-lighter-65	HEX #F0F2F5	RGB 240, 242, 245
gh-blue-lighter-69	HEX #FBFCFF	RGB 251, 252, 255

Grey scale variations

grey-darker-35	HEX #1A1A1A	RGB 26, 26, 26
grey-darker-20	HEX #404040	RGB 64, 64, 64
grey-darker-5	HEX #666666	RGB 102, 102, 102
grey-base	HEX #737373	RGB 115, 115, 115
grey-lighter-20	HEX #A6A6A6	RGB 166, 166, 166
grey-lighter-40	HEX #D9D9D9	RGB 217, 217, 217
grey-lighter-50	HEX #F2F2F2	RGB 242, 242, 242

Do's and Dont's

analisting.

The state there are this traditionals discontinu time at the states and to there it the treatment the time almost and the time is the time.

Color Usage



Iconography

Sizes & Margins

Margins between icons?!?! See product page <1000px width

Style

Filled vs. outlined

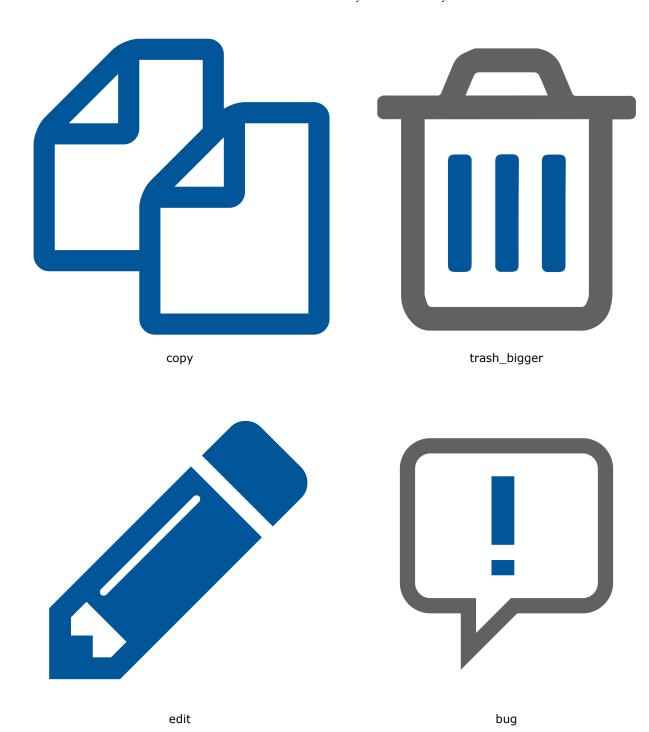
Use both filled and outlined icons depending the required context. For instance, a filled icon could be used to indicate that something is "on", while an outlined icon could indicate that something is "off".

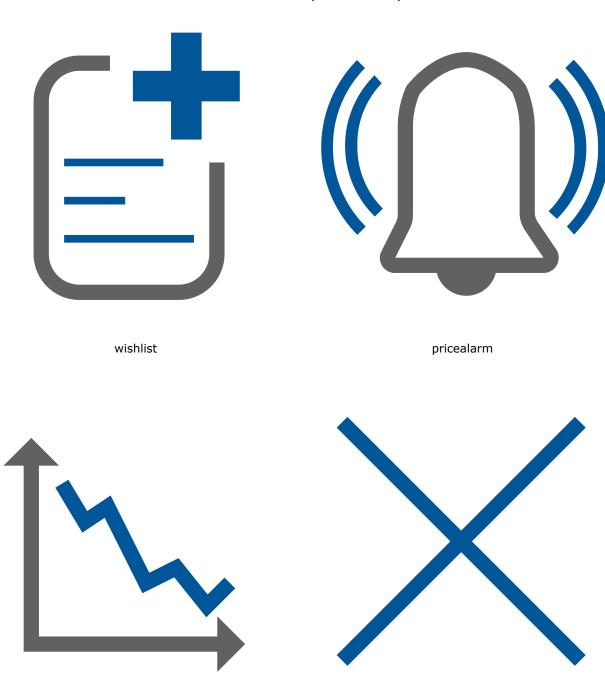
Inverted

. . .

GH Icons

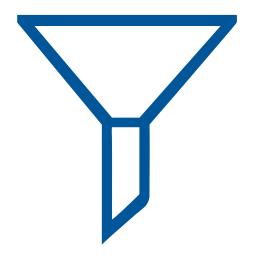
Always add an Alt text and at least, if the image has no label, a title attribute!

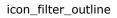


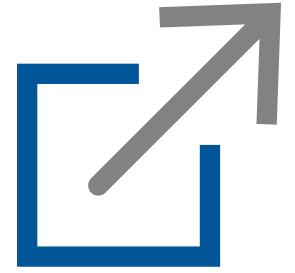


close_blue

pricehistory



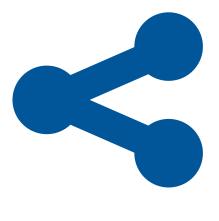




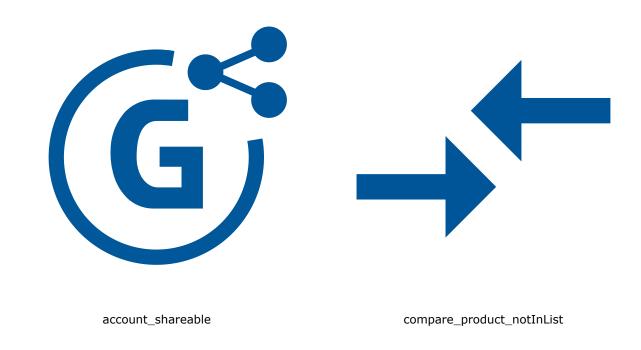
 $icon_external_link$

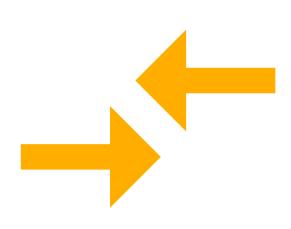


icon_bug



icon_share





 $compare_product_InList$

SVG Img vs. Inline implementation

Img

Just as you would with any other image. You can also use SVGs in a <picture> element. Note that this method limits manipulation functionality.

Inline

Putting your SVG code inline will save an HTTP request but it will mean the image isn't cached by the browser. It is the easiest way to manipulate, however maintaining inline SVGcode can be a pain.

There are more different implementation options. see: * Source: https://svgontheweb.com/

Example: Product compare inline code



Layout

Top Navigation

and anoth to an an anathrapis another another another another some another and the another as another ano

Untitled

Typography

Font

Verdana WEB





ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!\$&*)

Verdana Weight: 400 Style: normal

ABCDEFGHIJKLMINOF QUOIS abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!\$&*) **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Verdana Weight: bold Style: normal

Usage

CSS

1 font-family: "Verdana", sans-serif;

Fonts

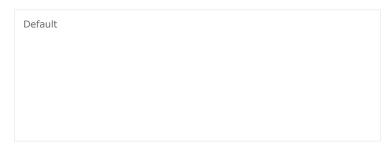
Default

Text Color #000000 Background #FFFFF

Font : Verdana Size : 11px Line Height : 1

Text Colors

Background Colors



Menut item level 1 & 2

Text Color #000000 Background #FFFFFF

Font : Verdana Size : 11px Line Height : 1

Text Colors

Background Colors



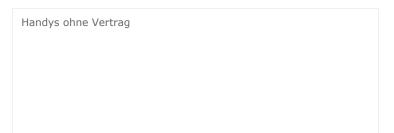
Menu item level 3

Text Color #000000 Background #FFFFFF

Font : Verdana Size : 12px Line Height : 1

Text Colors

Background Colors



Menu item level 3 - selected

Text Color #000000 Background #FFFFF

Font : Verdana Size : 12px Line Height : 1 Weight : 700

Hand	ys	ohne	Ve	ertr	aq
------	----	------	----	------	----

Telefon & Co

Text Colors

Background Colors

Link

Text Color ● #004780
Background ■ #FFFFF

Font : Verdana Size : 11px Line Height : 1

Text Colors



Background Colors

Samsung Galaxy S10 Duos G973F/DS 128GB schwarz

Startpage; Top-10;

Secondary link

Text Color ● #737373
Background ● #FFFFF

Font : Verdana Size : 11px Line Height : 1

Text Colors



Background Colors

in Handys ohne Vertrag

Sub-info @ product title

Category Link - normal

Text Color ● #004780
Background ■ #FFFFF

Font : Verdana Size : 13px Line Height : 1

Decoration: underline

<u>Mobiltelefone » Handys ohne Vertrag</u>

Startpage;

Text Colors



Background Colors

Category link - bold

Text Color ● #004780
Background ■ #FFFFF

Font : Verdana Size : 13px Line Height : 1 Weight : bold

Text Colors



Background Colors

Category link - bold

Category title @ content navigation;

Product page header link

Text Color ● #0071CC Background ● #FFFFF

Font : Verdana Size : 11px Line Height : 1

Text Colors



Background Colors

Alle Produkteigenschaften anzeigen Product page;

Merchant link

Text Color ● #004780
Background ■ #FFFFF

Font : Verdana Size : 11px Line Height : 1 Weight : 700

Text Colors



Background Colors

Amazon.at

@product page offers

Breadcrumb link

Text Color #000000 Background #FFFFF

Font : Verdana Size : 11px Line Height : 1

Text Colors

Background Colors

Geizhals.at

Footer link

Text Color #000000 Background #FFFFF

Font : Verdana Size : 11px Line Height : 1

Text Colors

Background Colors

geizhals.at (Forum, Gewinnspiel)

Footer text

Text Color #000000

Unsere Preisvergleiche:

Styles

Background Colors

Do's and Dont's

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Usage Examples

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International

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Breadcrumb

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Desktop

Breadcrumbs on Landing page

Breadcrumbs on Product page

Mobile

Breadcrumbs on Product Page

Button

Offer button

1 <button class="offer_bt">0ffer button</button>

Basic button - primary

1 <button class="gh-basic_button gh-basic_button--primary">Basic button - primary</button>

Basic button - secondary

1 <button class="gh-basic_button gh-basic_button--secondary">Basic button - secondary</button>

Login/Registration buttons

Link to Login/Registration - Template

Checkbox

Tick checkbox

```
HTML 1
```

⊘ Do

- Set label via label tag for accessibility.
- Use TTerse include functionality to embed the SVG tick icon.

⊗ Don't

- No transition effects.
- Don't use toggle slider.
- On hover change cursor to pointer, no other hover effects.

Dropdown

Basic select

```
        Border = Silver
        HEX
        #C0C0C0
        RGB
        192, 192, 192

        Background = White-1
        HEX
        #FDFDFD
        RGB
        253, 253, 253
```

Ratings-sort basic select example

Option 1

Form

New UI Pattern



1 <!--insert your code here-->

Text input

E-Mail-Adresse hier eingeben

Bitte eine gültige E-Mail-Adresse eingeben

Bitte eine gültige E-Mail-Adresse eingeben

Number input

736,28

1 <input type="number" id="pricealert_minpreis" class="gh-basic_input pricealert_value" name="minpre

Link

Blue primary link underlined

This is the default, most common link style.

Blue primary link underlined

Blue primary link underline

1 Blue primary link underline

Blue secondary link

This link style is used exclusively on the product page.

Blue secondary link

Blue secondary link

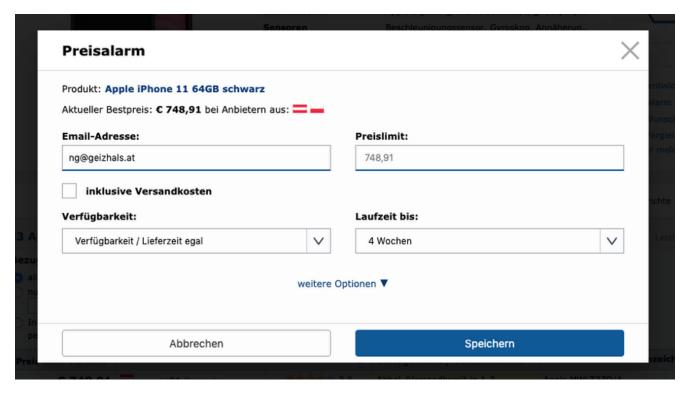
List

Loading

Dialog (Modal)

The dialog module is a ghpak which is embedded as TTerse Wrapper (metacpan/template-toolkit.org).

There are already some reusable dialogs in the dialog/include directory. These may need some additional setup to run properly.



Pricealert dialog

Content Styles

Columns

You can have a two-column layout, which will be one-column on mobiles in portrait mode and on devices with screens smaller than 620px width.

Actions

Padding to the bottom is added by default. There are two options of using actions elements.

(1) Fixed to bottom

The fixed action bar should two buttons. If there is just one button for i.e. save oder submit, add another button for closing the dialog window. The main action button uses the class .button the secondary action .button-outlined.

Always use two buttons.



Do not use one single button in the fixed bottom bar.



Don't

(2) Inlined

Inlined buttons will be full-sized on mobiles.

Sizing

Desktop

Width: 100% - 2rem (max-width: 800px)

Height: 100% - 2rem

Exceptions: Pricehistory chart has no max-width. Pinned dialogs have min-width: 360px.

Mobile

Width: 100% - 2rem **Height:** 100% - 2rem

Exceptions: Screens with smaller than 360px (width), have full 100% width and height.

Exceptions

Pricealert Dialog

The pricealert is a ghpak on its own. It is embeddable through *gh/static/ghpak/pricealert modal/hook.tpl*.

Pricehistory Chart Dialog

The pricehistory chart is not a dialog on mobiles and tablets. On Desktops it doesn't have a max width of 800px.

Login / Register Dialog

The authentification dialog is located at *geizhals-auth/c2/*. This dialog uses mainly styles from the dialog stylessheet, but it is not embedded through the wrapper function. It is a custom preact app. It has a max-width of 360px on desktops. Changes within the dialog-HTML structure must be applied manually.

Categorylist

On mobiles and tablets the categorylist and its dialogs are an independent preact app similiar to the authentification. But located within the ghpak folder. They have an embedded dialog for availability, but the main filter function is not relying on dialog styles, script and structure.

Gallery

This doesn't have any dialog elements. It is similiar to categorylist a preact app on its own.

Light Box

Used for displaying an image gallery within a modal window. Light box is used on product pages and tag pages.

Thumbnails



<div class="thumbWrap fullscreen-thumbs scrollable-thumbs"><a id="thumbnails-control__left" class="th</pre>

Pagination

Radio button

Search

Global Search

Global search lives in the header of GEPOR, where it's highly discoverable and always available for our users.



search.png

Placeholder text

Currently there is no placeholder text used in search

In-Context Search

Category search -

Productrating search -

Sidebar

Mobile

Sticky Footer Element

Define @media screen max-width for sticky footer elements like WL "Günstigste Anbieter ermitteln" = 900px; product compare = 767px; sticky bottom ad = 729???

Table

Table design



Tabs/Table of content

Tag

Used for filter

Toggle

New UI Pattern



Tooltip

z.B. Gutscheinaktion

1 <!--insert your code here-->

Header

Footer

Login



Login

Product compare

Layout

Page Layout

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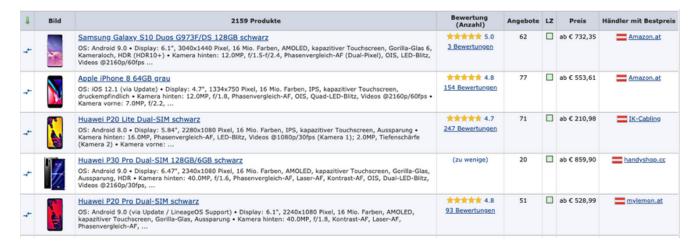
Table Layout

Use a table layout for flexibly viewing and managing large sets of data. The layout uses 100% of the viewport. Items are displayed as rows with their fields organized in columns.

The columns are fixed width and use as much horizontal space as necessary. Columns do not resize when the window changes width. Users can choose which columns to show and how wide each column is. If the grid is wider than the viewport, users horizontally scroll to see more data.

The table can be of infinite length. Data is loaded as the user scrolls. This lets your users access their data most efficiently. Avoid using manual pagination controls, which reduce efficiency.

Product table - Used for product (top-100; ...)



cat_product.png

Offer table - Viewed on product page



prod_offers.png

Card Design

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