



Consumer Product Web UI Guidelines 1.0

Visual Design and Specifications for web

Introduction

Web guidelines are suggestions for designing

but compulsive rules. There is a wide range of defining specific website according to various requirements.

The page template and its associated guidelines create a visual framework that make the consumer websites consistent. The following pages outline the structure, including a design grid that affords flexible layout options.

The Template

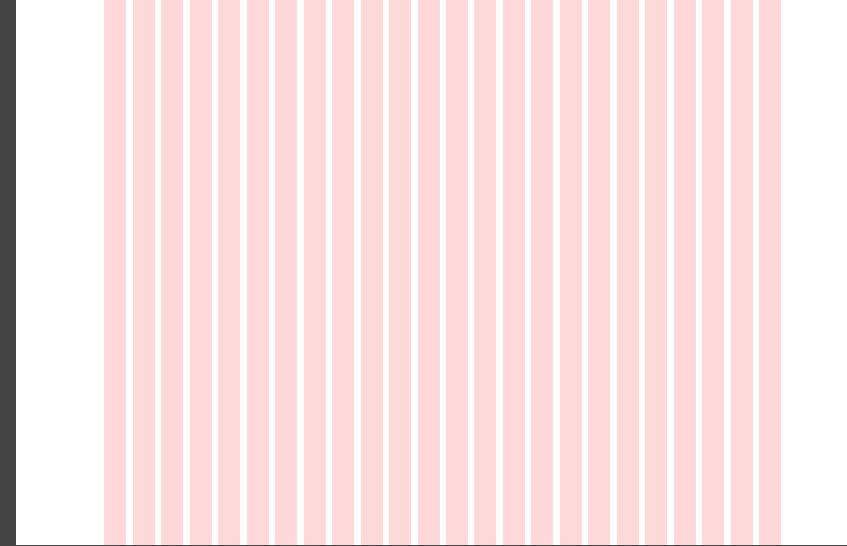
Visual Framework

The centered page template and its associated guidelines created a visual framework that make the product site consistent.

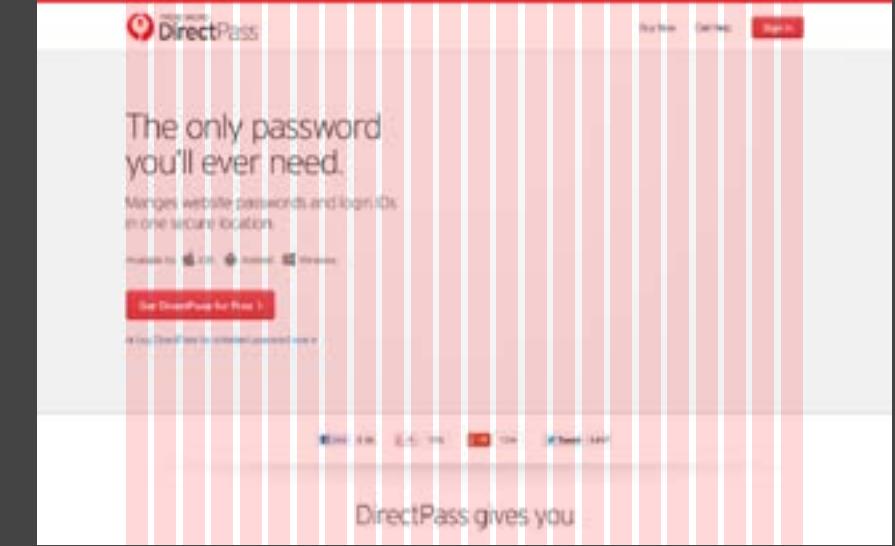
Columns can be further divided. The grid allows for a huge range of experimental layouts and templates.

The design grid constrains your content area. No content should be placed outside of the design grid.

You can design your page to be fixed width on either Stretch or Boxed templates and centred within the browser.



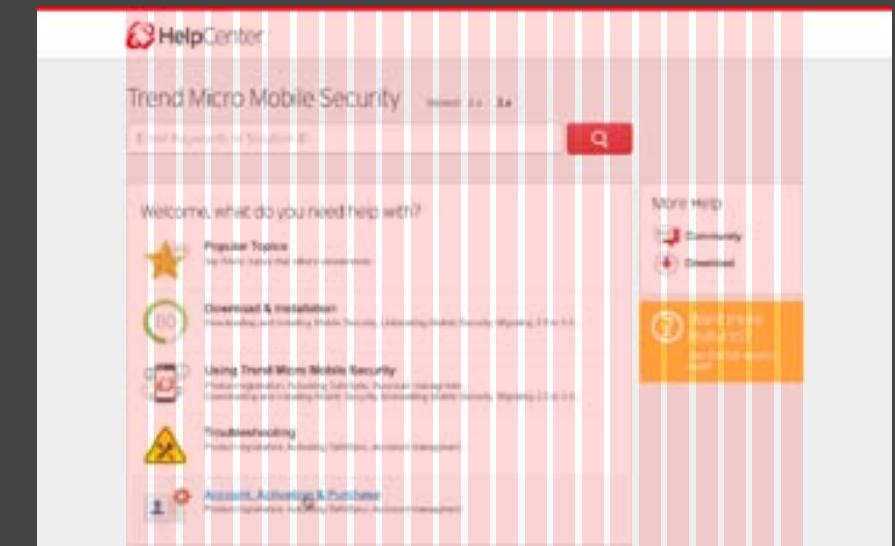
Grid example



Grid applied to Landing Page



Grid applied to Console Page



Grid applied to Help Center

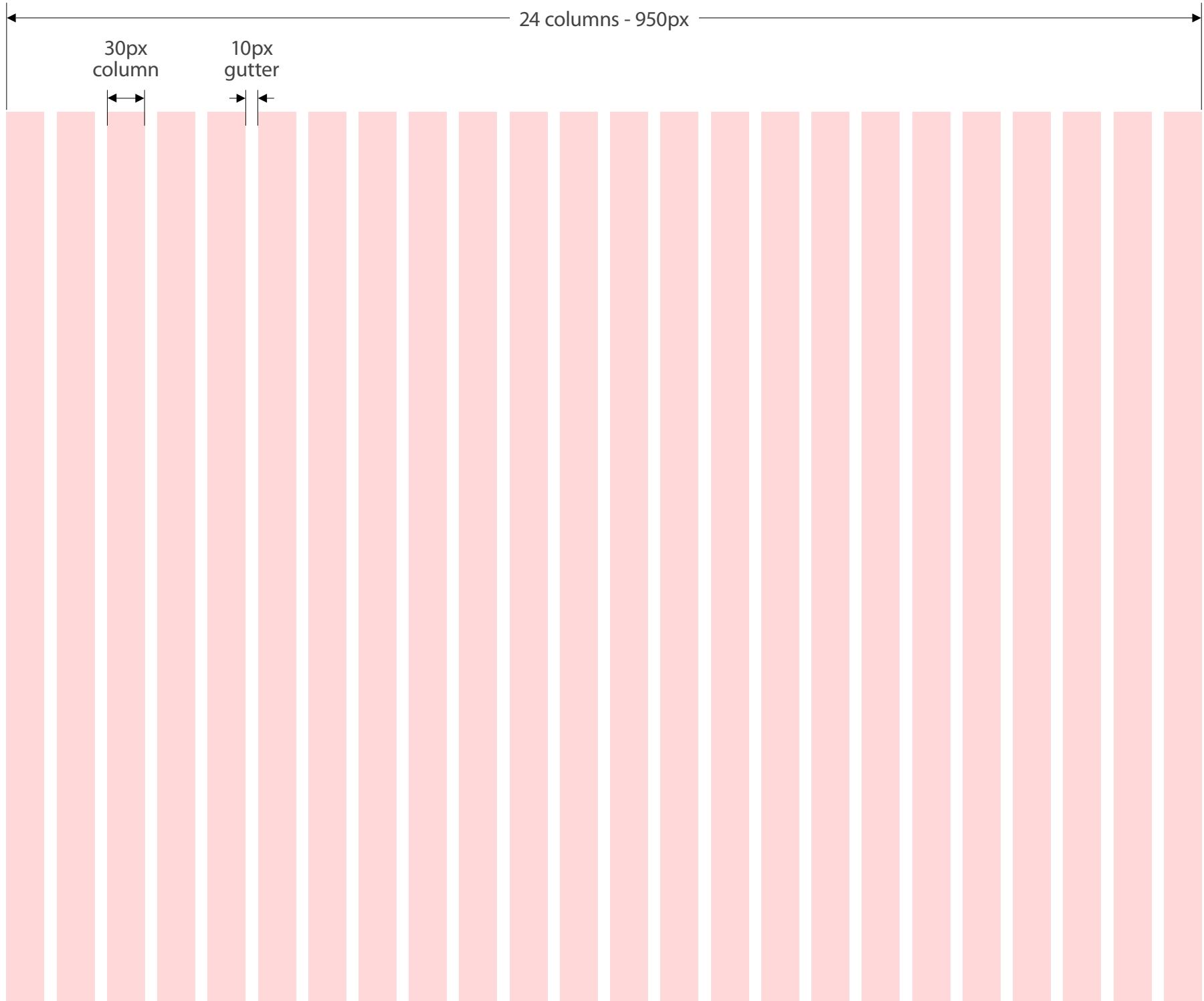
The Template

1. Design Grid

The design grid consists of 24 columns, each 30 pixels in width with a 10 pixel gutter spacing between them. This gives a total content area of 950 pixels.

24 columns can be employed to aid enough in your design in complex layouts.

The grid sets the bounds for content only. The structure of the areas outside the content are illustrated on the following pages.



The Template

2. Columns

The grid allows for a standard split across two columns with 10px gutters, creating a feature of the wider column on the left or right that accommodates more contents.



The Template

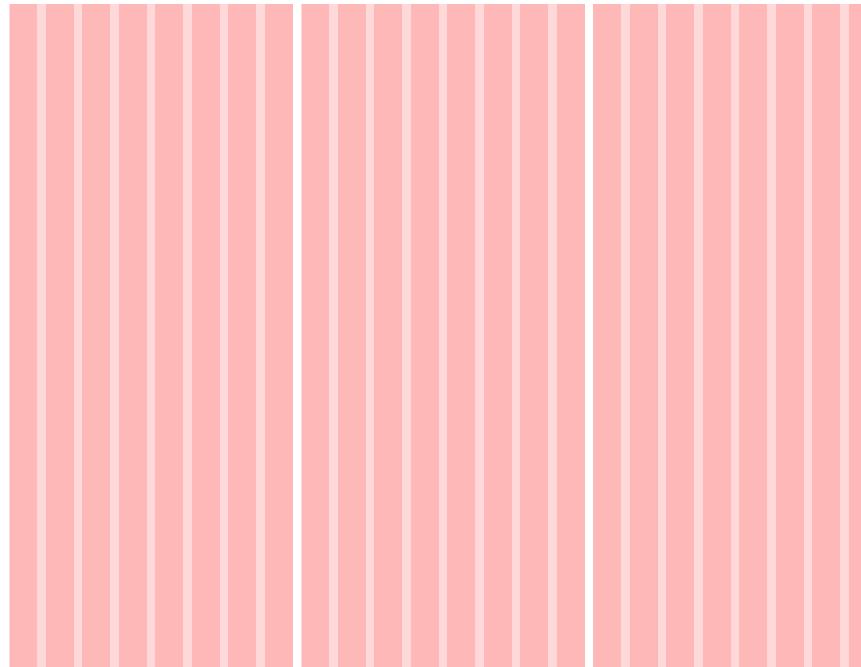
3. Grid Variations

The grid is flexible enough to accommodate a variety of super column layouts.

Common layouts include 2 and 3 super columns with left hand navigation.

When using a super column for left hand navigation you **MUST** always use less than 8 columns. This creates a consistent for all left hand navigation.

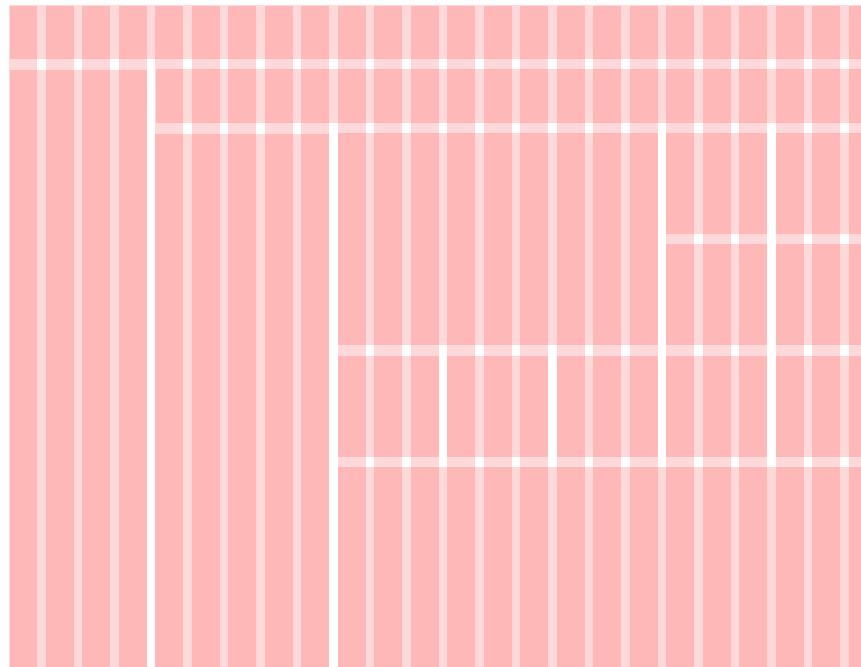
A combination of super columns could be used to create more complex structures.



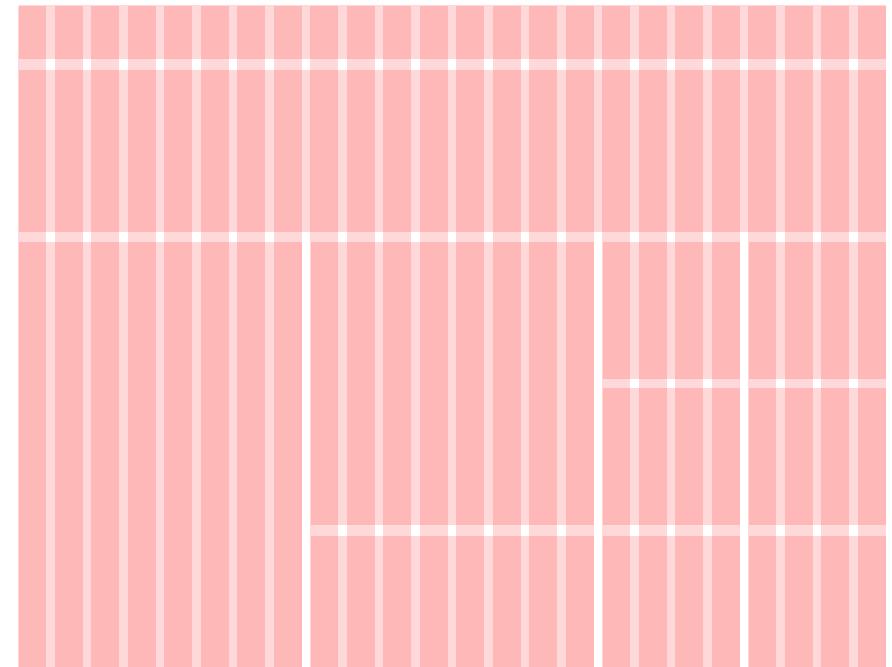
3 super column layout



Multi super column layout



Multi super column layout



Multi super column layout

The Template

4. Header

This is the header for the whole Trend Micro Consumer Web Product.

As an overview the header includes a solid red line, the Product Logo Lockup, Text only & Get Help links, and a Sign In button

The Sign In button can be using the provided paletter of red only.
(For more details, please refer to page.??)



Before sign in



After signed in

Header Specifications

Product symbol

- Size: 40 x 40 px
- Product symbol should align to the left side of grid

Product name

- Size: Width maximum 265px, Height 45px.

Red line

- Background-color: #ED1C24
- box-shadow: inset 0 -1px rgba (0,0,0,1)

Container

- Background-color: rgba (255, 255, 255, .97)

Shadow

- Box-shadow: 0 0 3px rgba (0, 0, 0, .35)

Accessibility links

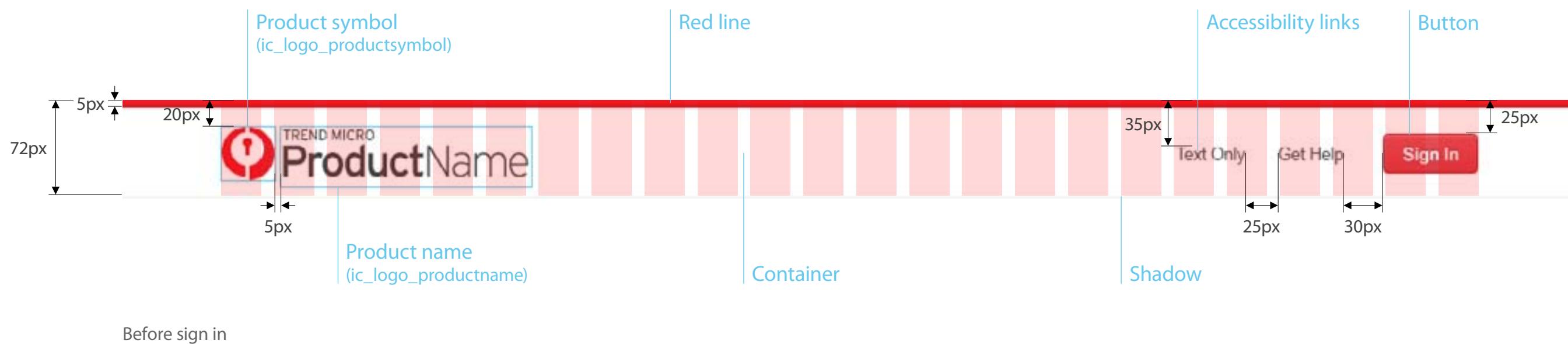
- Font type: Arial Regular, 13px
- Normal color: #555555
- Hover color: #DB3D44

Text Only — Normal

Text Only — Hover

Button

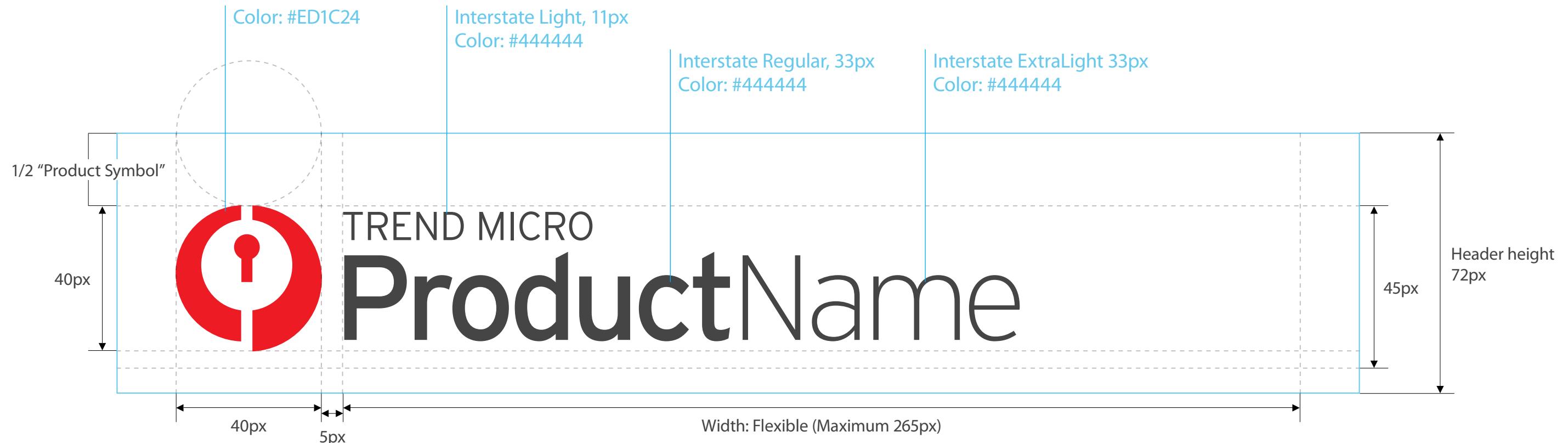
- Adopt with size SMALL and color of RED button



4.1 Product Logo Lockup for WEB

These typefaces have been specially selected to harmonize with the corporate system and the product logo lockup.

The designated English typeface is Interstate Regular and ExtraLight.



When 2-part name, only first word use "Regular", remain is "ExtraLight".
No space in between.



If only 1-part name, use "Regular".

4.2. Header Menu

The menus are ONLY displayed from header and footer. Links are typically include Account Settings and more. Sign Out will always at the bottom of the menu.

Username

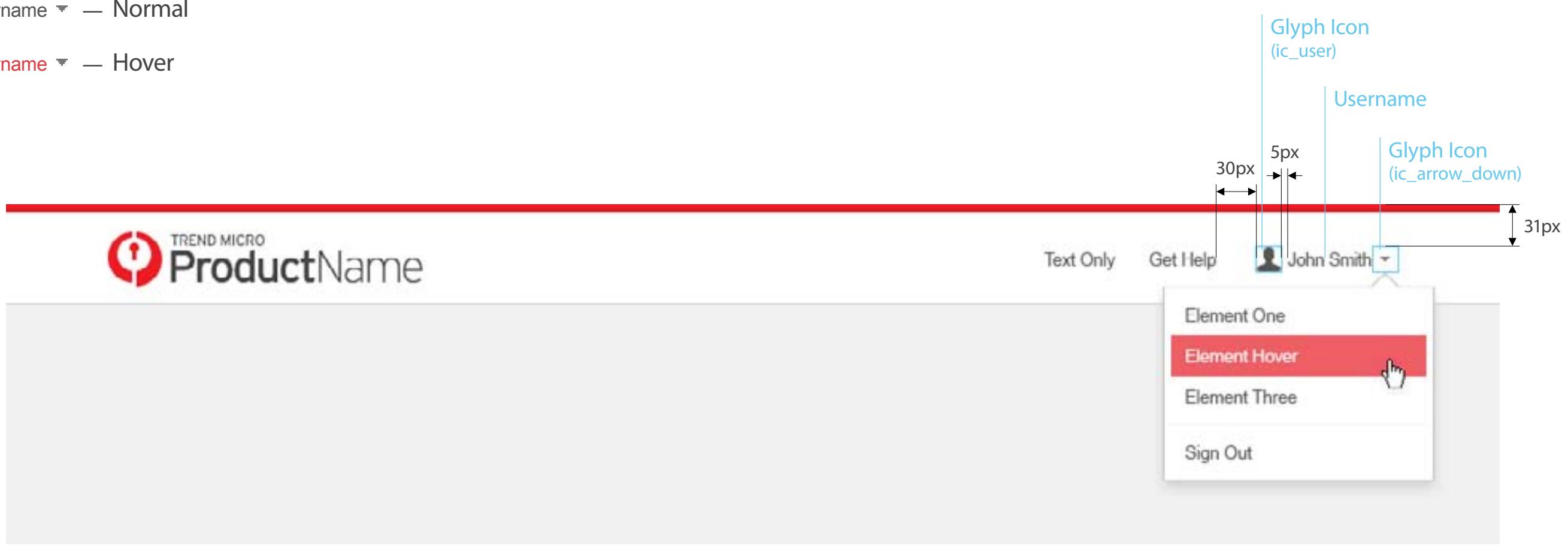
- Font type: Arial Regular, 13px
- Normal color: #555555
- Hover color: #DB3D44

 Username — Normal

 Username — Hover

Glyph Icons

- Size: 18 x 18 px



After signed in

4.3. Header with Horizontal Navigation Tab

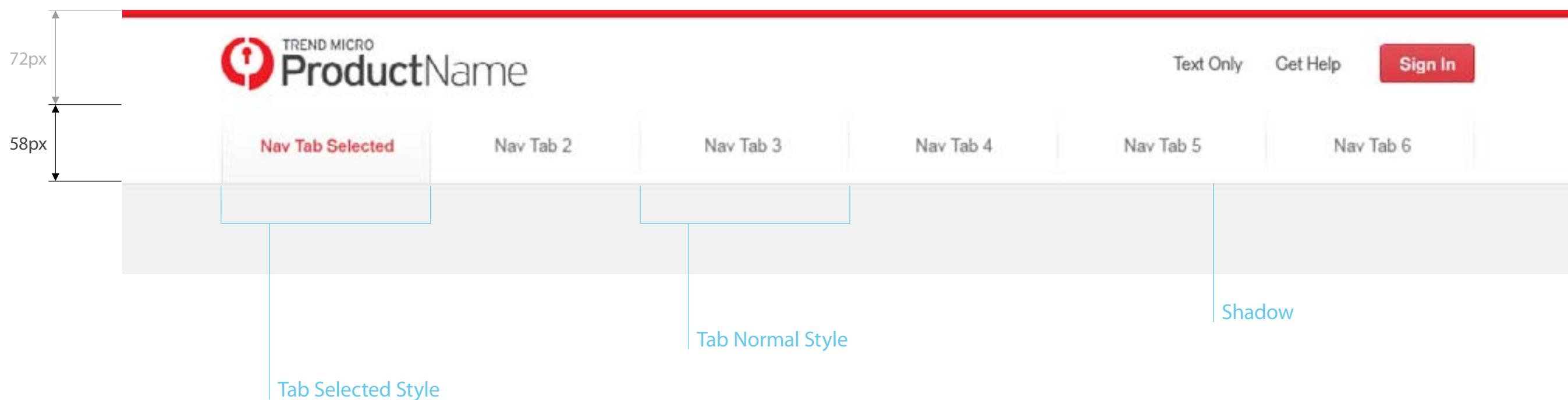
The menus are ONLY displayed from header and footer. Links are typically include Account Settings and more. Sign Out will always at the bottom of the menu.

Shadow

- Box-shadow: 0 0 3px rgba (0, 0, 0, .35)

Glyph Icons

- Size: 18 x 18 px



4.4. Header with Title Bar

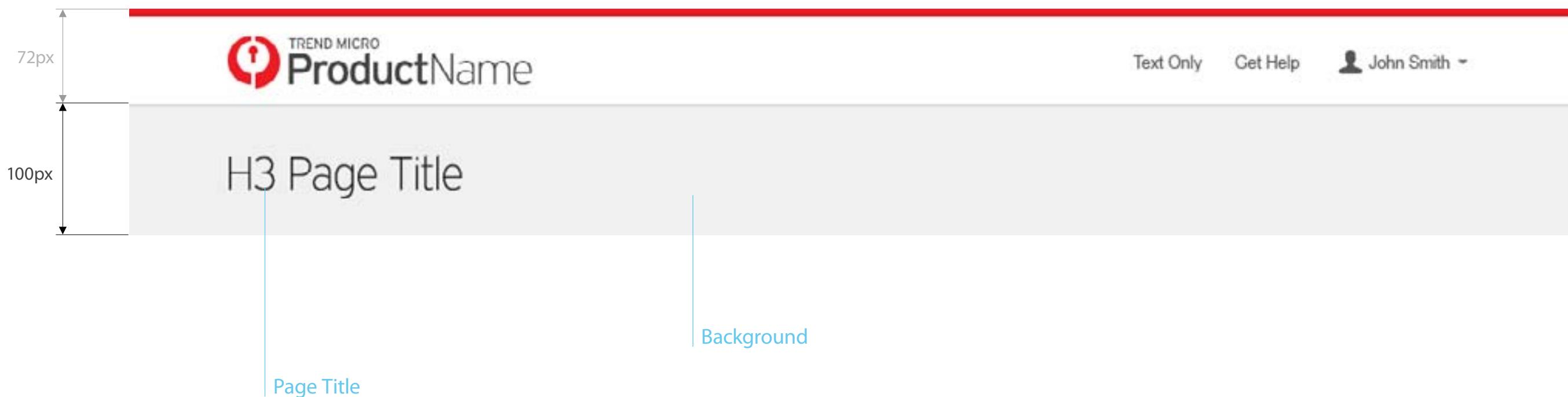
The menus are ONLY displayed from header and footer. Links are typically include Account Settings and more. Sign Out will always at the bottom of the menu.

Page Title

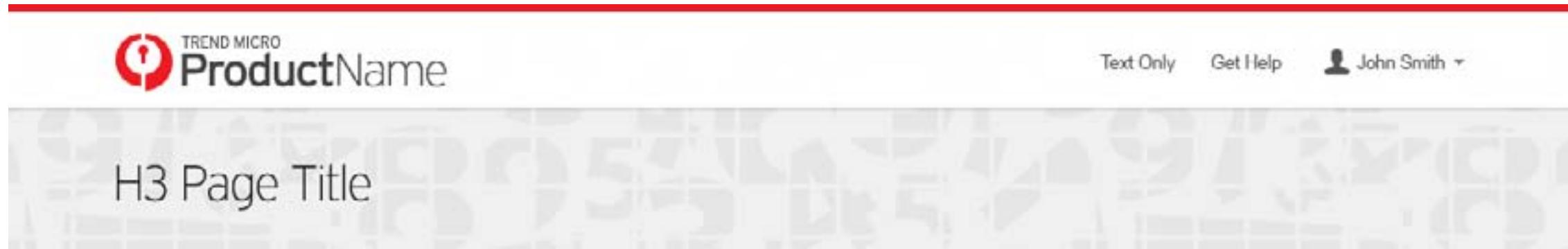
- Font type: Interstate ExtraLight, (h3) 35px
- Color: #222222

Background

- Color: #F0F0F0



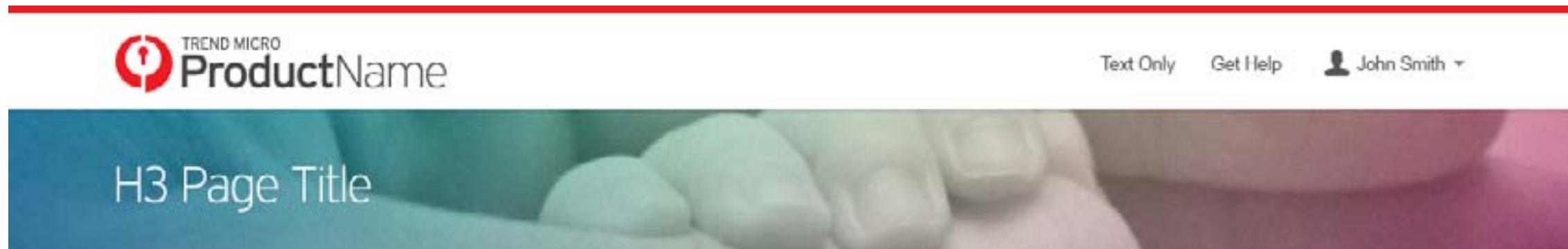
Title bar Styles



Title bar when using standard grey (#F0F0F0) background, and product related patterns.



Title bar when using photography image.



Title bar when using photography image with color overlaid.

The Template

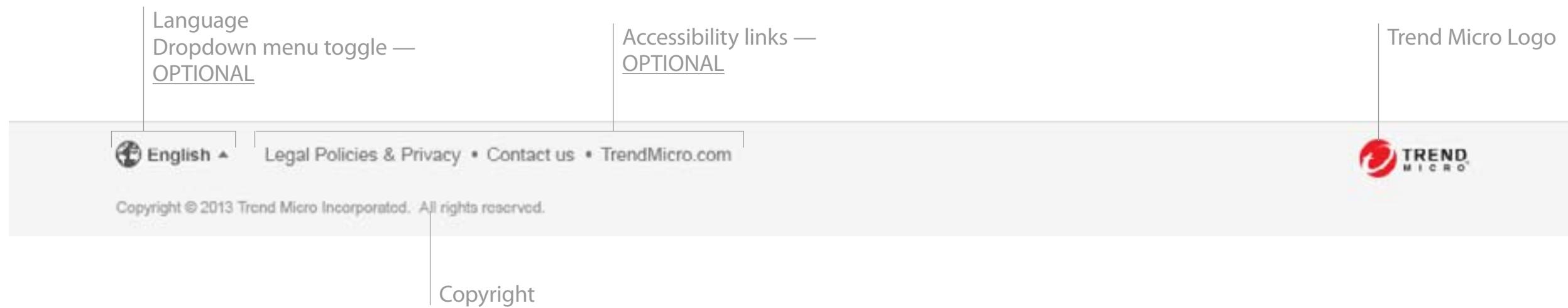
5. Footer

Footer extends 100% width based on screen resolution for use at the bottom of all pages.

The footer keeps 80px height with standard grey (#F5F5F5) background, which includes a flat red T-ball Trend Micro logo at right side,

1px solid line (#dddddd) between content and footer.

The dropdown menu and accessibility links are located at left side of footer. They are flexible to move, add or delete.



Footer Specifications

Menu name

- Font type: Arial Bold, 13px
- Normal color: #555555
- Hover color: DB3D44



Copyright

- Font type: Arial Regular, 11px
- Color: #999999

Glyph Icons

- Size: 18 x 18px

Line

- Color: #DDDDDD, 1px

Accessibility links

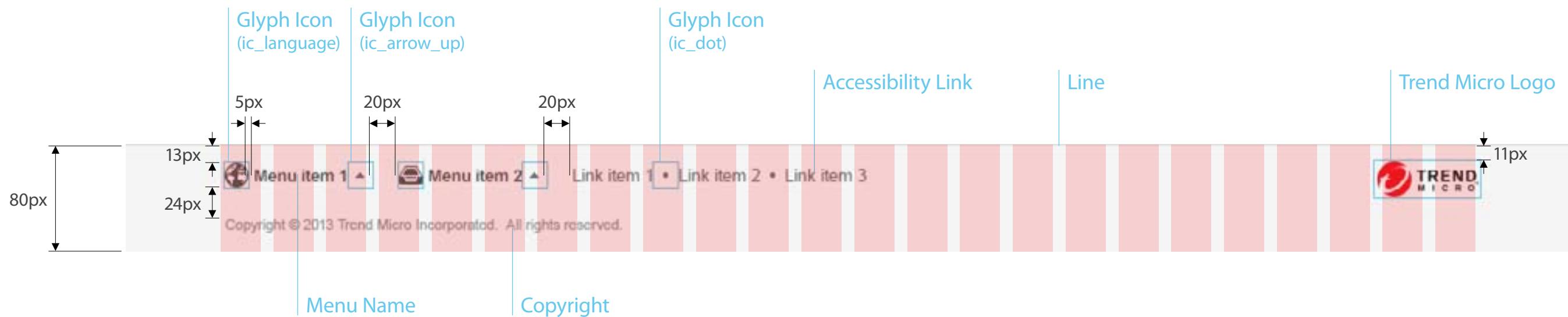
- Font type: Arial Regular, 13px
- Normal color: #777777
- Hover color: #DB3D44

Text Only — Normal

Text Only — Hover

Trend Micro Logo

- Size: 80 x 28px
- Trend Micro logo aligns to right side of footer



The Template

5. Product Landing Page

Full width, long and chunking information structures is applied on the product home page.

Benefits for users are without split content on separate page. With quick skim through features and information.

This page combined with several sections of content, each section includes a heading title and supporting images or text.

Essential sections that **SHOULD** have such as header, main visual banner, marketing message, and footer.



5.1. Product Banner

This is the header for the whole Trend Micro Consumer Web Product.

As an overview the header includes a solid red line, the Product Logo Lockup, Text only & Get Help links, and a Sign In button

The Sign In button can be using the provided palette of red only.
(For more details, please refer to page.??)



Product Banner Specifications

Main title placeholder

- Font type: Interstate ExtraLight, 48px (h1)
- Color: #222222
- Line-height: 50px

Button

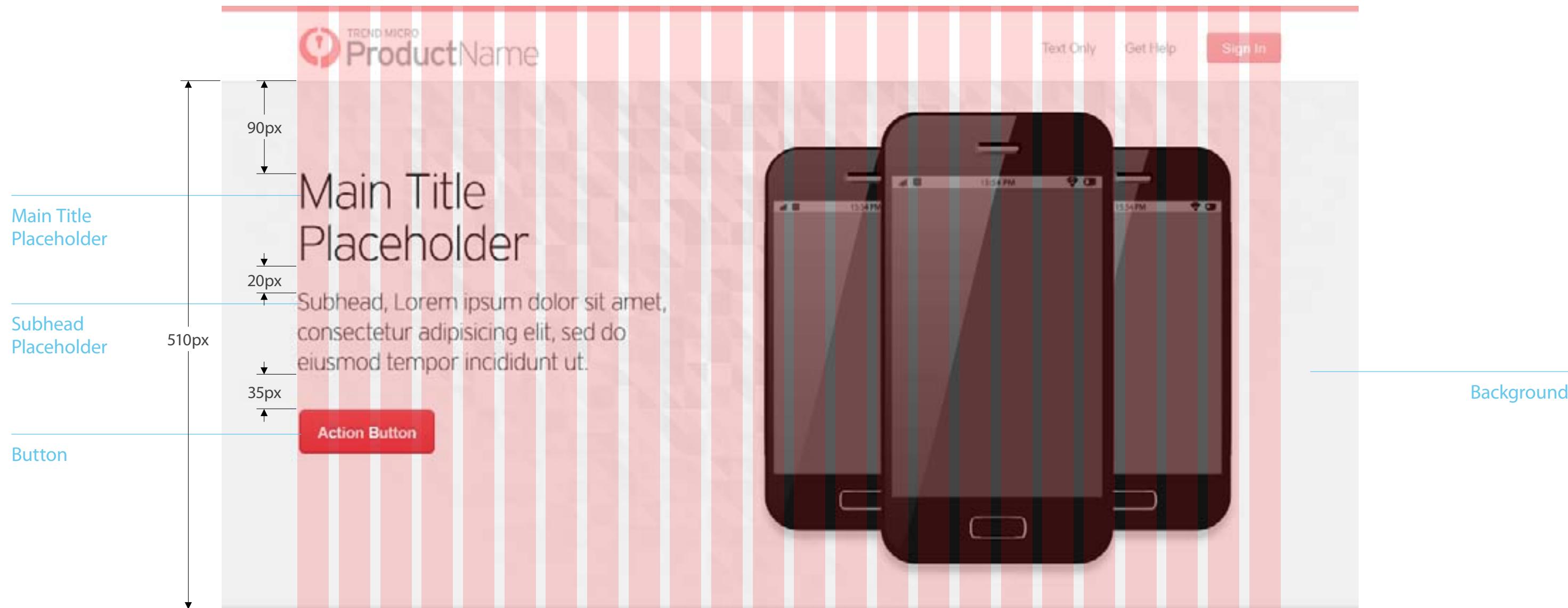
- Adopt with size Large and color of RED button
- Main Action

Subhead Placeholder

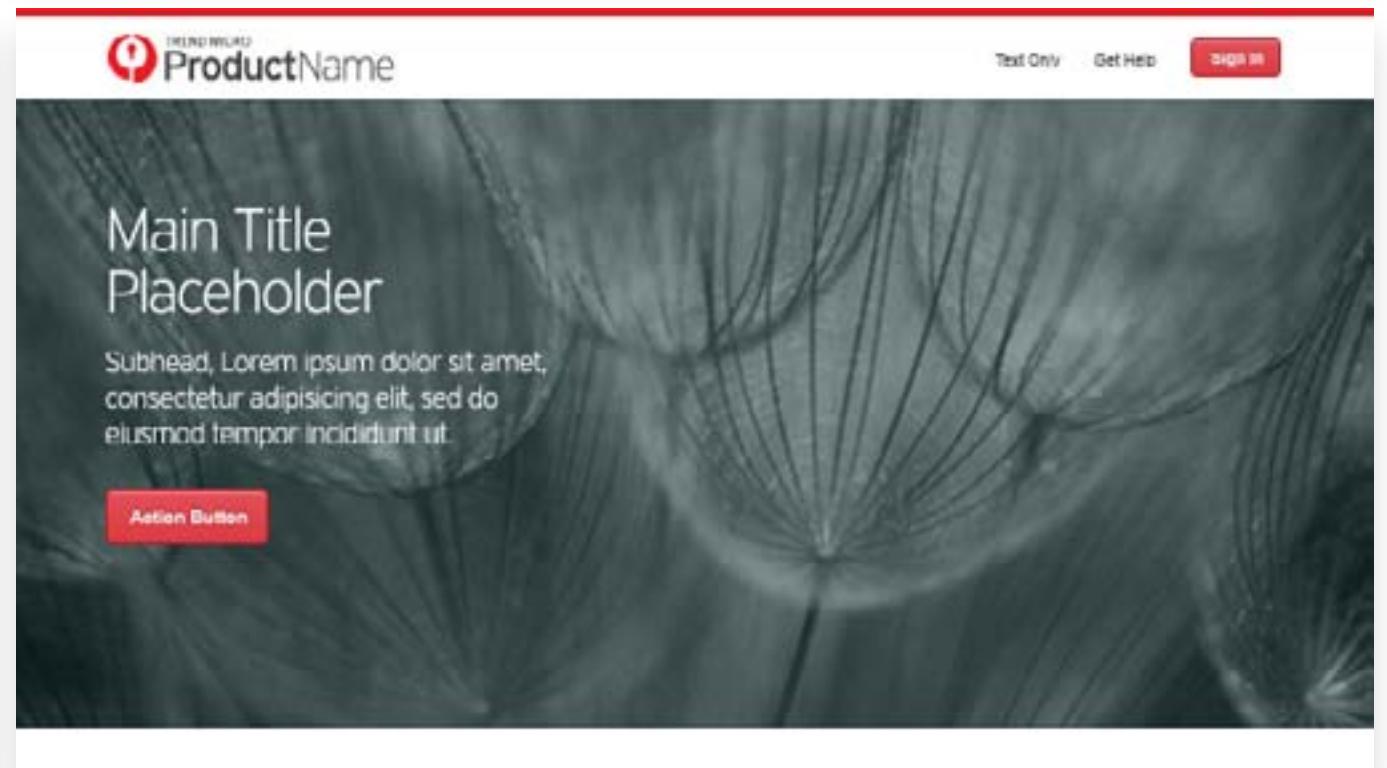
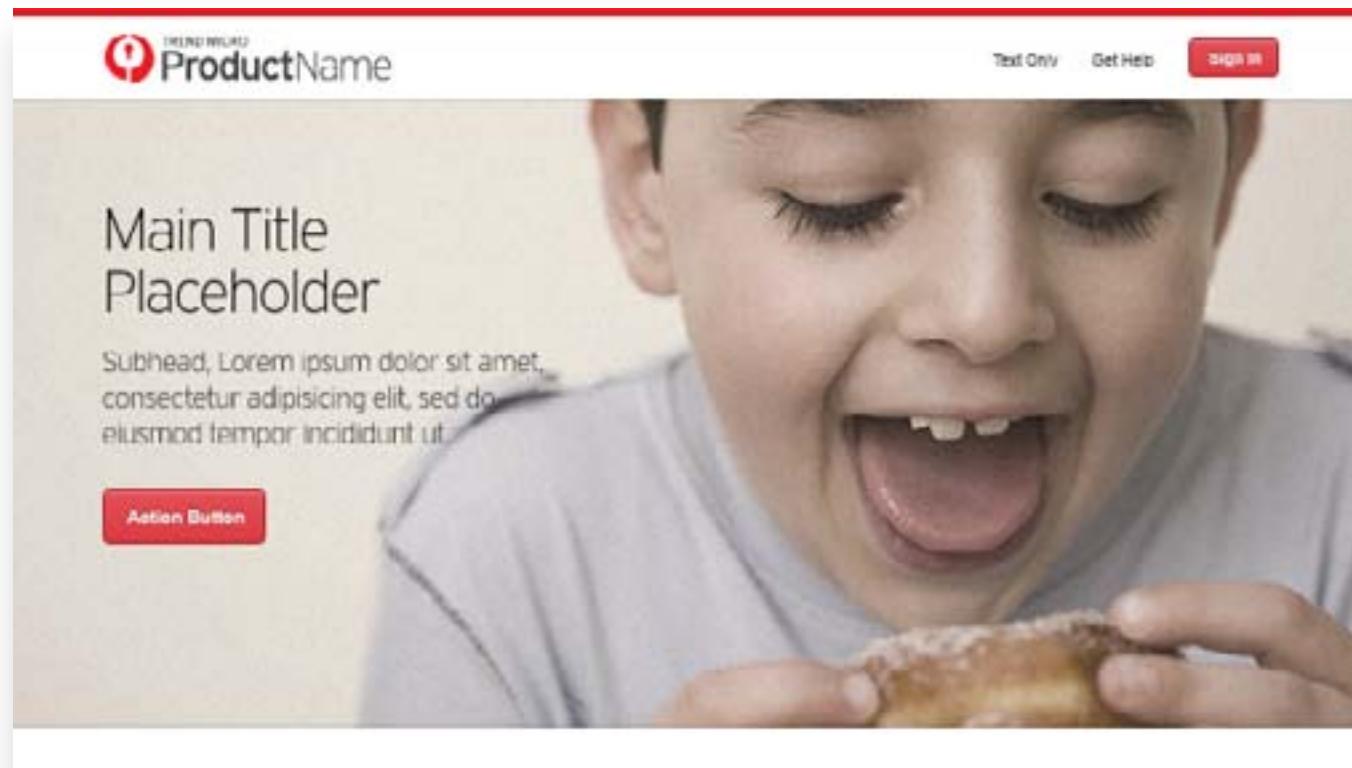
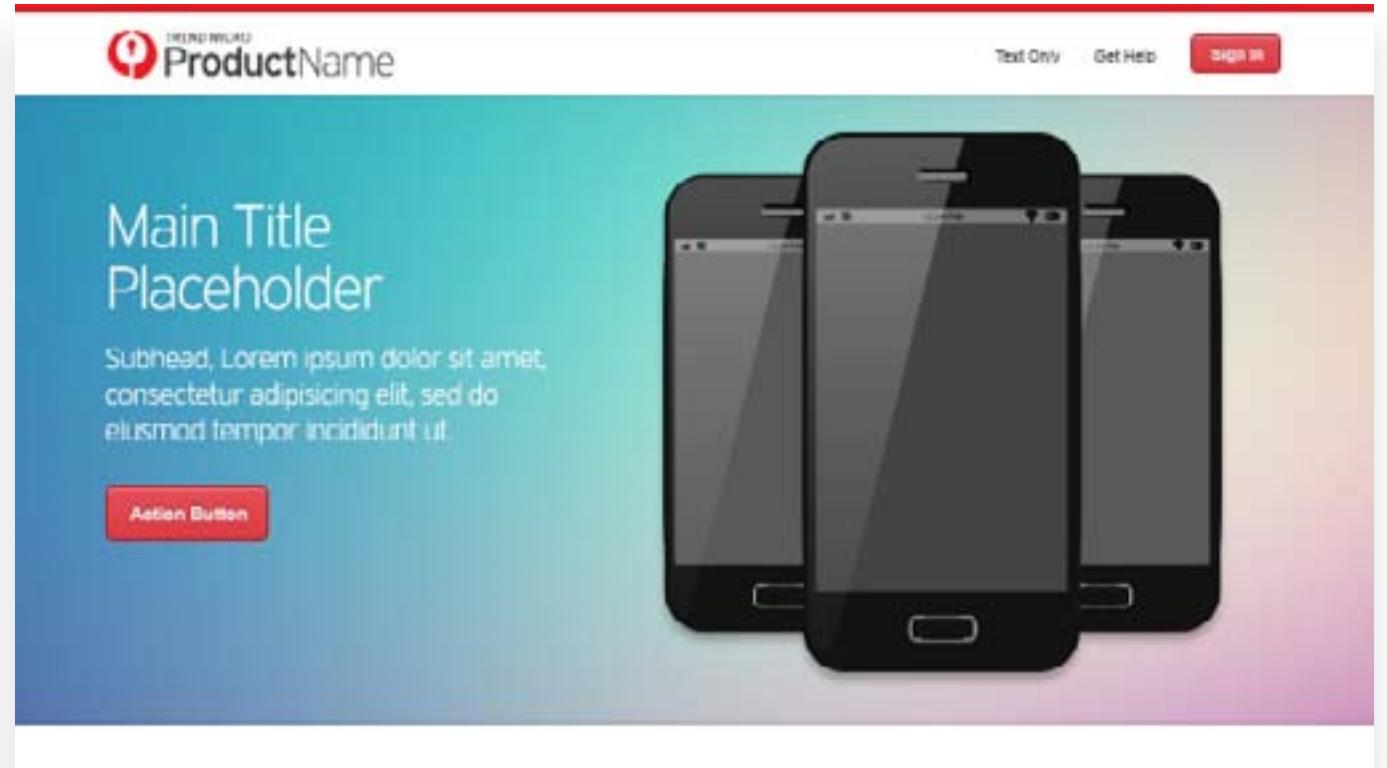
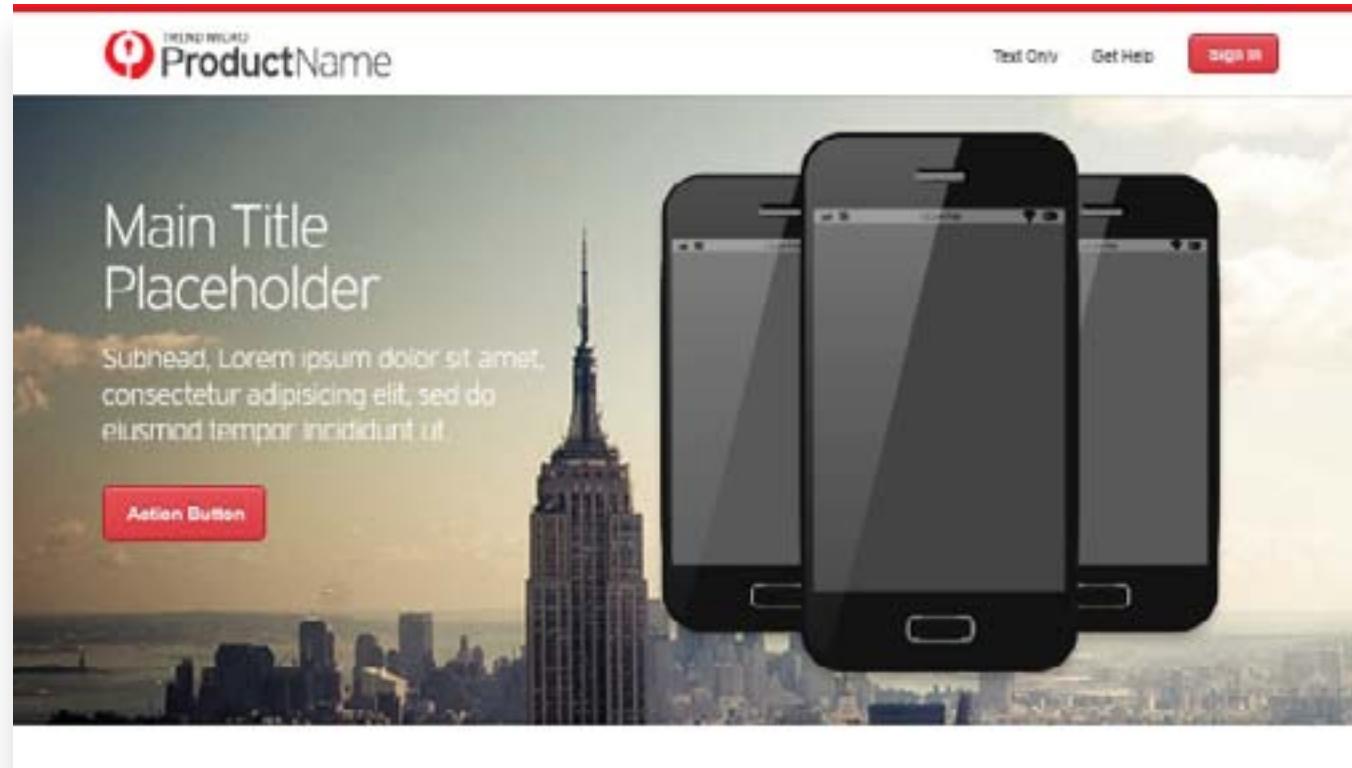
- Font type: Interstate ExtraLight, 23px
- Color: #444444
- Line-height: 29px

Background

- Color: #F0F0F0



Imagery Background Style



5.2. Product Message

This is the header for the whole Trend Micro Consumer Web Product.

As an overview the header includes a solid red line, the Product Logo Lockup, Text only & Get Help links, and a Sign In button

The Sign In button can be using the provided palette of red only.
(For more details, please refer to page.??)

Message Title Placeholder

Message Illustration

Sub Title and Body Placeholder

Save me time

Automatically capture passwords and log onto websites with one click.

Keep me safe

Make sure a website is safe before you visit.

Give me control

In-the-cloud sync and access your everyday websites across multiple devices.

Product Message Specification

Message title placeholder

- Font type: Interstate ExtraLight, 38px (h2)
- Color: #222222
- Line-height: 41px

Message Illustration

- Size: 230 x 230px
- Inner circle size: 190 x 190px

Sub title and body placeholder

Title

- Font type: Interstate ExtraLight, 27px (h5)
- Color: #333333
- Line-height: 30px

Body

- Font type: Arial Regular, 15px
- Color: #777777
- Line-height: 20px

Background

- Color: #FFFFFF

Shadow

- Box-shadow: 0 -3px rgba (0, 0, 0, .05)

Line

- Color: #AAAAAA, 1px

Message Title Placeholder

Message Illustration

Sub Title and Body Placeholder

Message Title Placeholder



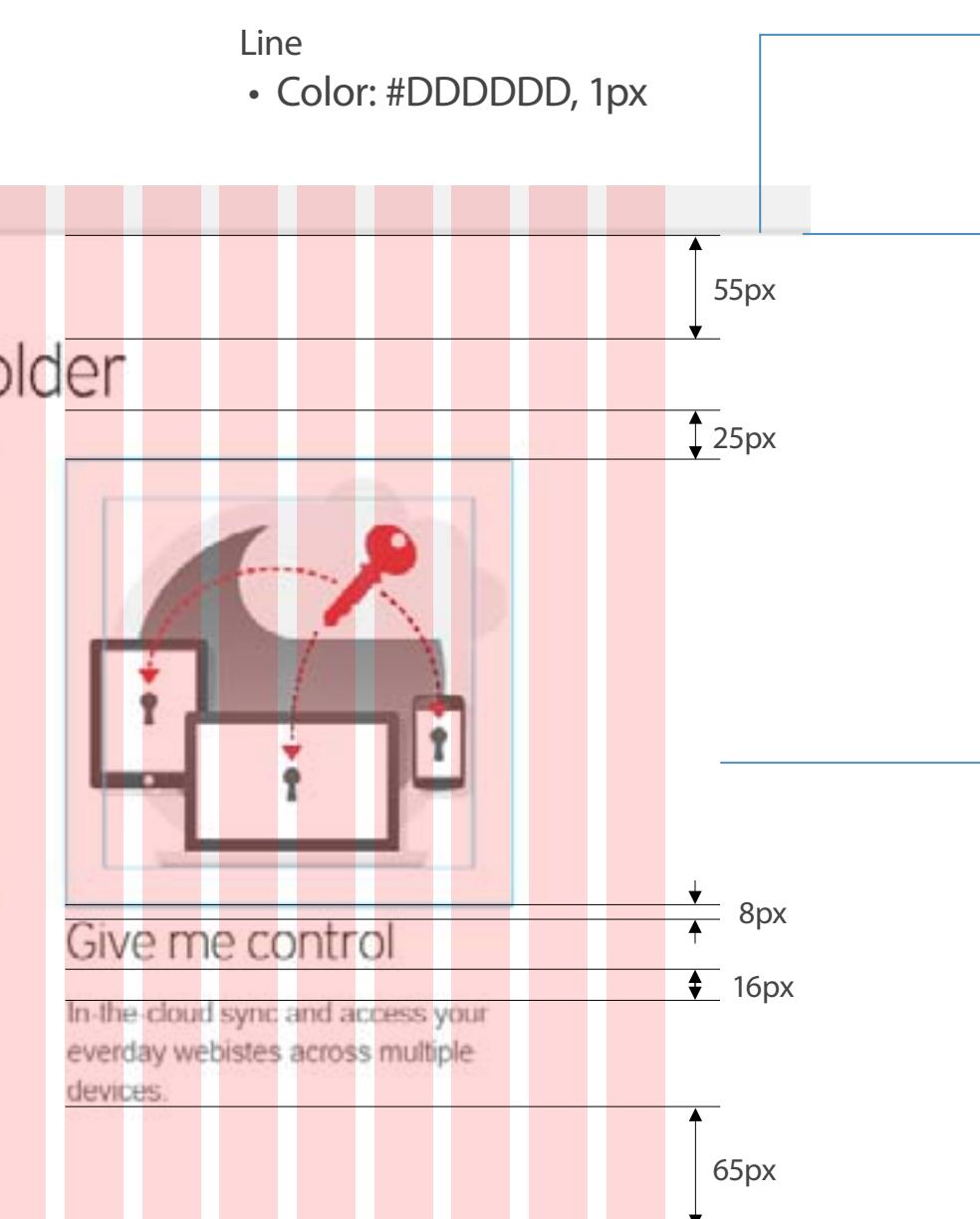
Save me time

Automatically capture passwords and log onto websites with one click.



Keep me safe

Make sure a website is safe before you visit.



Example when more or less message groups

The image displays four examples of message group layouts, each featuring a large 'Message Title Placeholder' at the top and several smaller placeholder cards below. Each card includes a red paintbrush icon pointing towards it.

- 4 message groups layout:** Shows four identical placeholder cards, each with a 'Sub Title Placeholder' and a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod aliqua".
- 3 message groups layout:** Shows three identical placeholder cards, each with a 'Sub Title Placeholder' and a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod aliqua".
- Example of less than 2 message groups:** Shows a single large placeholder card with a 'Sub Title Placeholder' and a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat".
- Example of less than 2 message groups:** Shows a single large placeholder card with a 'Sub Title Placeholder' and a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat".

Message Illustration Style

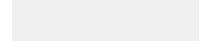
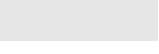
The menus are ONLY displayed from header and footer. Links are typically include Account Settings and more. Sign Out will always at the bottom of the menu.

Key element

- Font type: Interstate ExtraLight, (h3) 35px
- Color: #222222

Circular Background

- Color: #F0F0F0

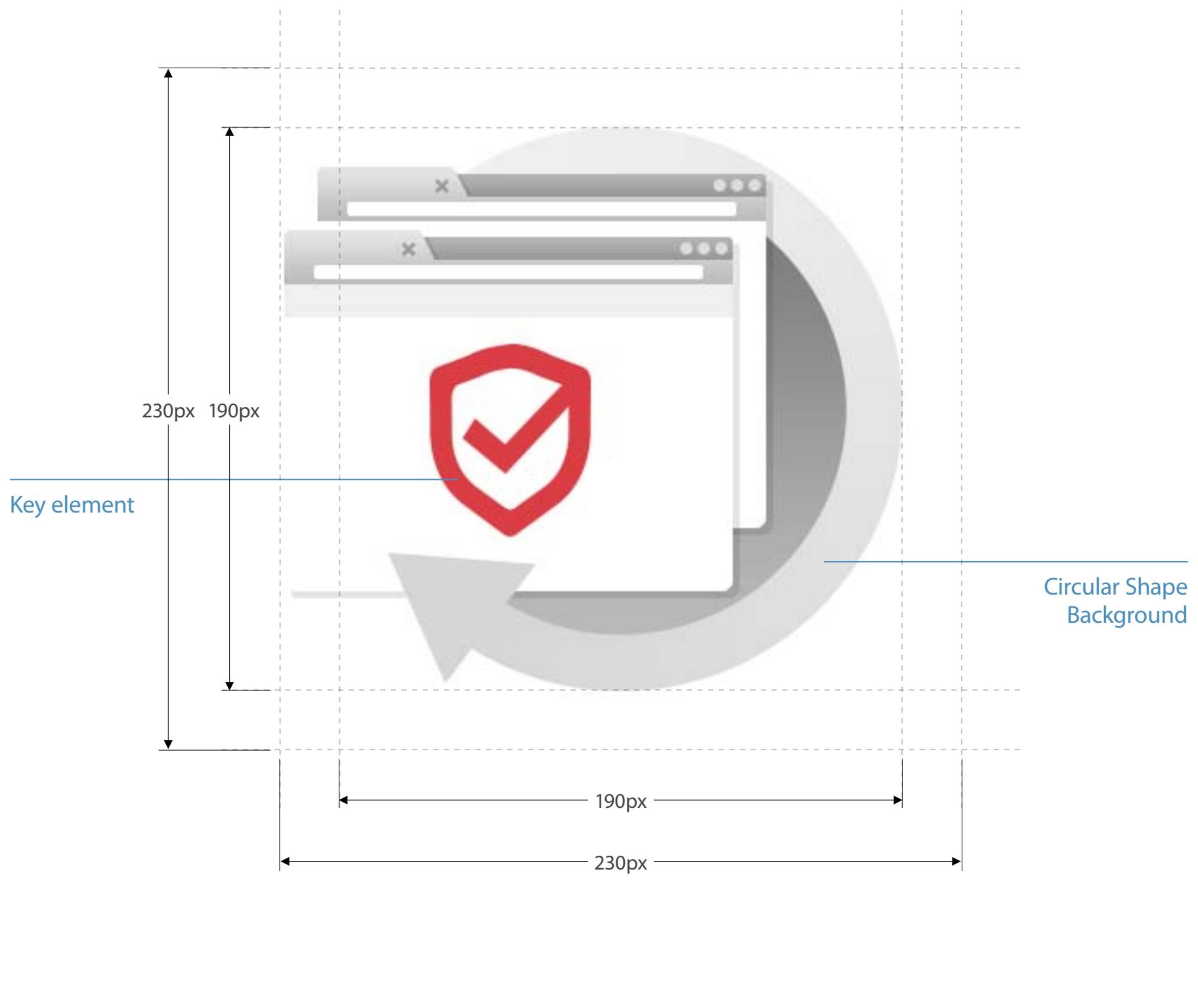
| | | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |
| #DB3D44 219, 61, 68 | #F0F0F0 240, 240, 240 | #E6E6E6 230, 230, 230 | #DDDDDD 221, 221, 221 |

| | | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |
| #CCCCCC 204, 204, 204 | #BBBBBB 187, 187, 187 | #AAAAAA 170, 170, 170 | #999999 153, 153, 153 |

| | | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |
| #888888 136, 136, 136 | #777777 119, 119, 119 | #555555 85, 85, 85 | #444444 68, 68, 68 |

| | |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |
| #BBBBBB 187, 187, 187 | #777777 119, 119, 119 |

| | |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |
| #E6E6E6 230, 230, 230 | #BBBBBB 187, 187, 187 |



5.3. More Content Variations

Additional content could be also add on this page to attract audiences attention and builds their interest in your products.

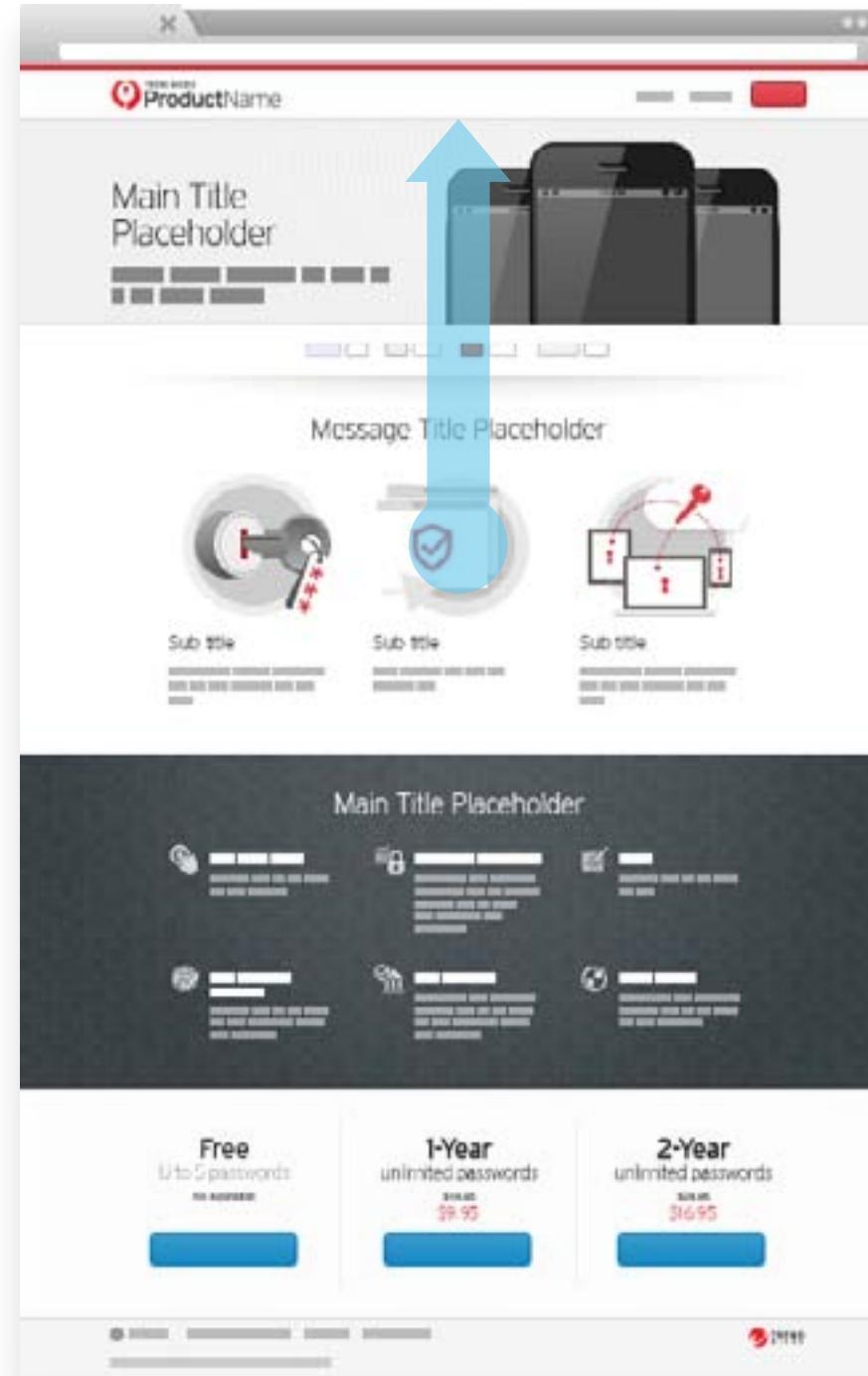
Contents must be relate to its product benefit or attributes, such as Pricing Table, Product Features, Testimonials.

Recommended to add product personality design to these additional content.



5.4. Vertical Scrolling

Product message and below will only move up when scrolling.



Header should stay at top of other scrolling contents.



The Template

6. Sign In page

Standard Sign In page for Consumer Web Product. Full width of header and footer included.

The screenshot shows a sign-in page with a header containing the Trend Micro logo and the placeholder text 'ProductName'. On the right side of the header is a 'Get Help' link. The main content area is titled 'Sign in' and contains two input fields: one for 'email@trendmicro.com' and another for 'Password'. Below these fields is a checkbox labeled 'Remember me on this computer'. At the bottom of the form are two buttons: a red 'Sign In' button and a blue 'or Sign Up Now' link. To the right of the 'Sign In' button is a 'Forgot your password?' link. The footer includes links for 'English', 'Legal Policies & Privacy', 'Contact us', and 'TrendMicro.com', along with a copyright notice: 'Copyright © 2013 Trend Micro Incorporated. All rights reserved.' The Trend Micro logo is also present in the footer.

Layers of Sign In Page

6.1. Sign In with Advertisement Column

Standard Sign In page for Consumer Web Product. Full width of header and footer included.

The screenshot shows a web browser window with a white header bar containing the Trend Micro logo and the text "ProductName". On the right side of the header is a "Get Help" link. The main content area is divided into two columns. The left column, titled "Main Title Placeholder", contains three promotional sections: "Always Available" (illustrated with a smartphone icon), "Cloud-Based Safety" (illustrated with a laptop icon), and "Automatic Protection" (illustrated with a lock icon). The right column is titled "Sign in" and contains fields for "email@trendmicro.com" and "Password", a "Remember me on this computer" checkbox, and "Sign In" and "or Sign Up Now" buttons. Below these buttons is a "Forgot your password?" link. At the bottom of the page are links for "English", "Legal Policies & Privacy", "Contact us", and "TrendMicro.com", along with a copyright notice: "Copyright © 2013 Trend Micro Incorporated. All rights reserved." The Trend Micro logo is also present at the bottom right.

6.1. Create Trend Micro Account

Standard Sign In page for Consumer Web Product. Full width of header and footer included.

The screenshot shows a web browser window with a white header bar containing the Trend Micro logo and the text "ProductName". On the right side of the header are three buttons: "Text Only", "Get Help", and a red "Sign In" button. Below the header, the main content area has a light gray background. The title "Create Your Trend Micro Account" is centered at the top. There are two rows of input fields. The first row contains "Email" and "First Name" fields. The second row contains "Password" and "Last Name" fields. Below these is a "Confirm Password" field and a "Location" dropdown menu set to "United States". At the bottom left is a checkbox for "Receive the latest news and offers from Trend Micro". Below that is another checkbox for "I have read and agree to the Trend Micro License Agreement". A red "Create" button is positioned at the bottom center. At the very bottom of the page, there is a footer bar with links for "English", "Legal Policies & Privacy", "Contact us", and "TrendMicro.com", along with a copyright notice and the Trend Micro logo.

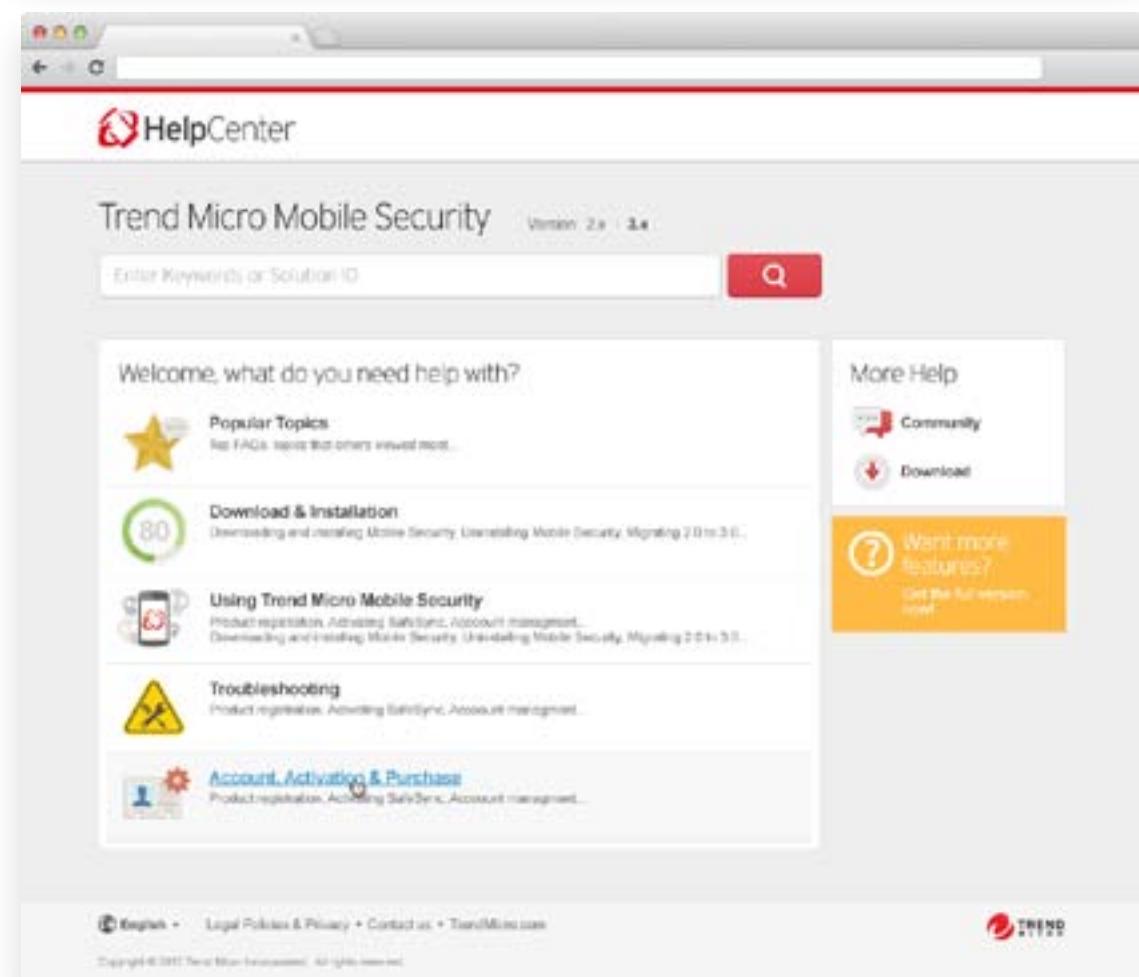
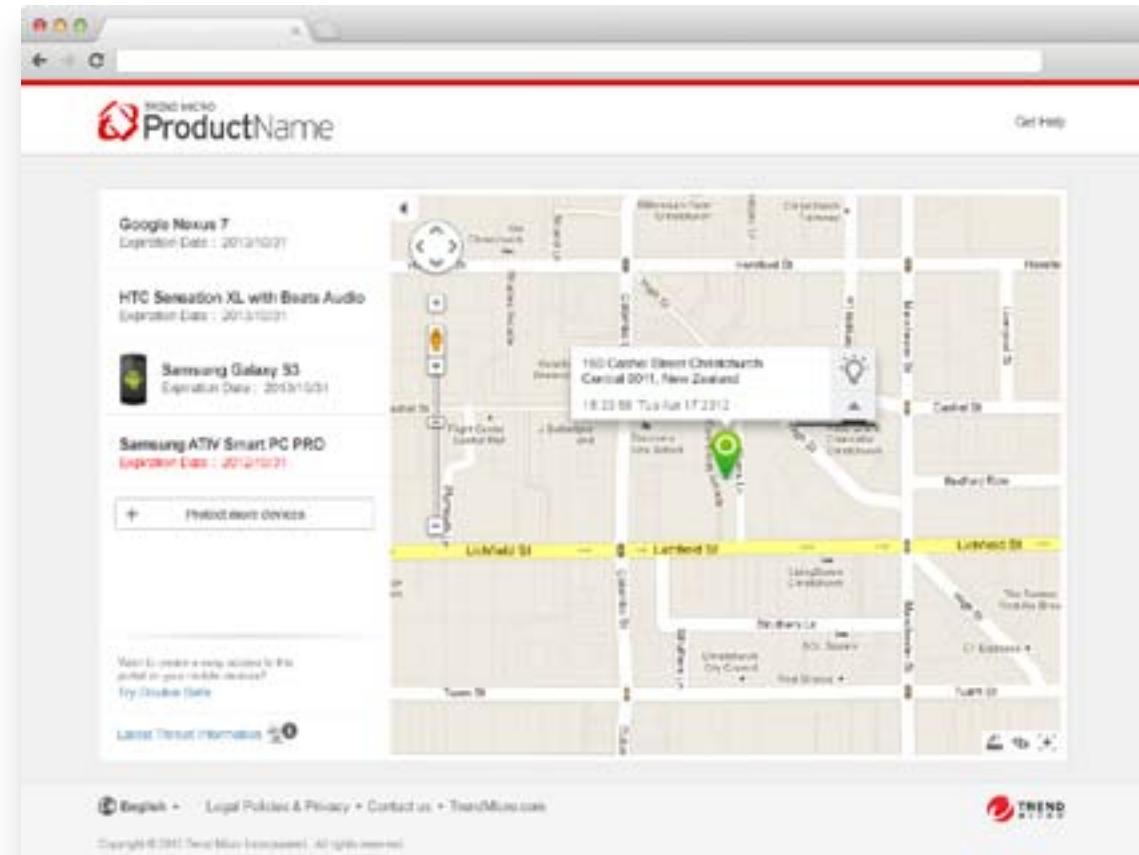
The Template

6. Product Console Page

Boxed layout style with full width of header and footer are most commonly used, Stretch layout style is also available for some design.

Standard background color is solid grey (#f0f0f0). Product personality elements can be also added, such as defined patterns, texture or color.

Standard boxed container color is white (#ffffff) with 1px border (#dddddd).



Product Message Specification

Message title placeholder

- Font type: Interstate ExtraLight, 38px (h2)
- Color: #222222
- Line-height: 41px

Message Illustration

- Size: 230 x 230px
- Inner circle size: 190 x 190px

Sub title and body placeholder

Title

- Font type: Interstate ExtraLight, 27px (h5)
- Color: #333333
- Line-height: 30px

Body

- Font type: Arial Regular, 15px
- Color: #777777
- Line-height: 20px

Background

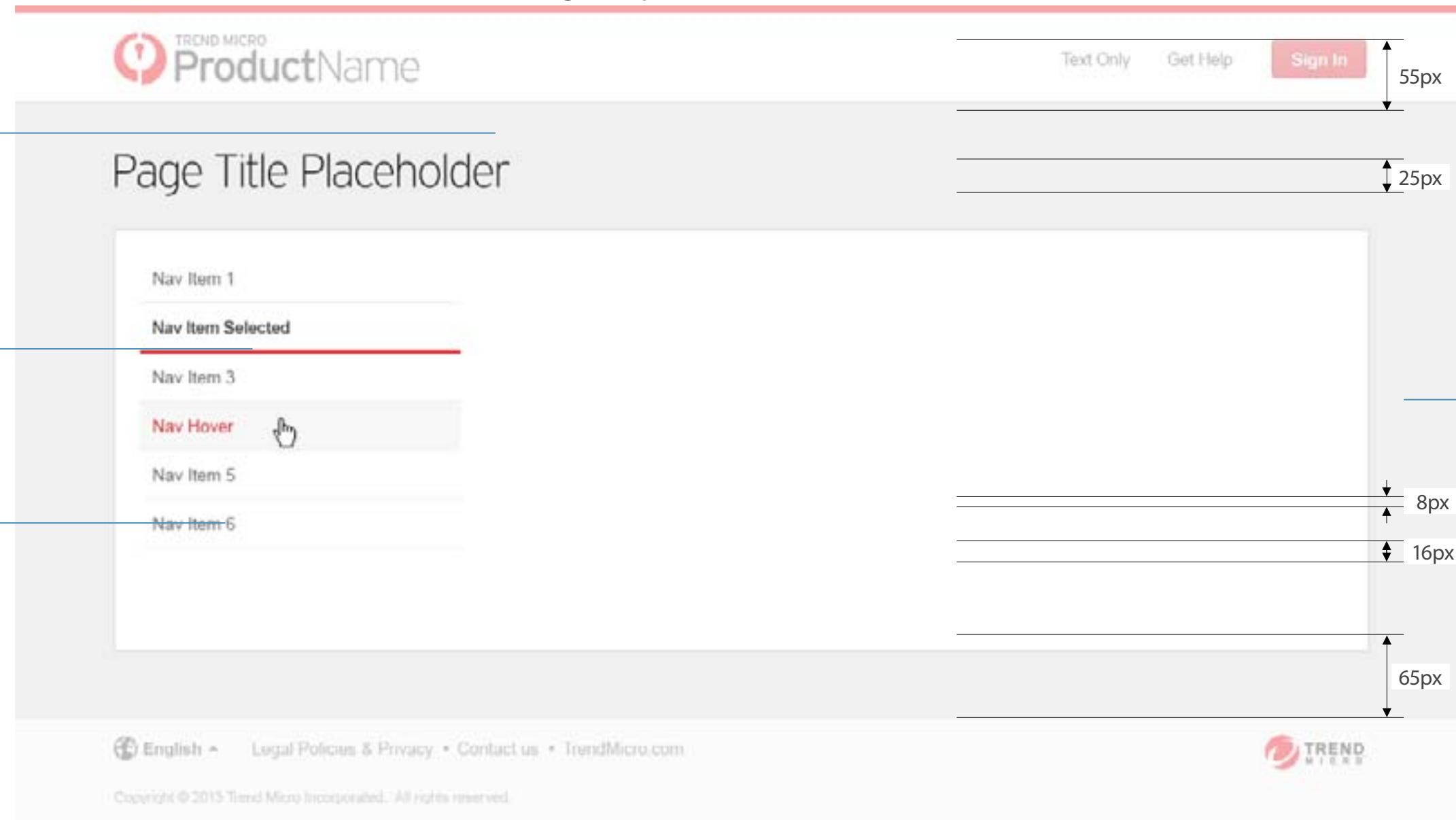
- Color: #FFFFFF

Shadow

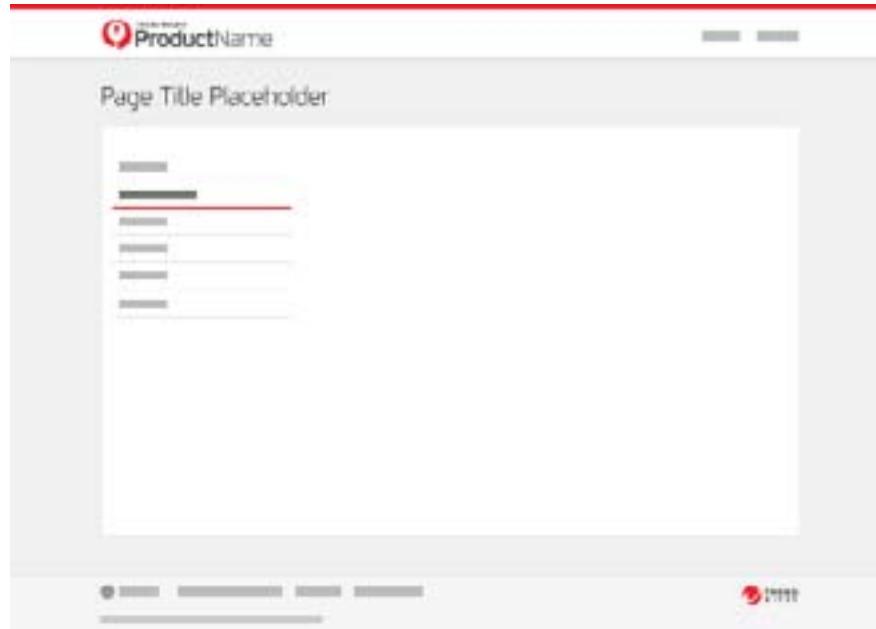
- Box-shadow: 0 -3px rgba (0, 0, 0, .05)

Line

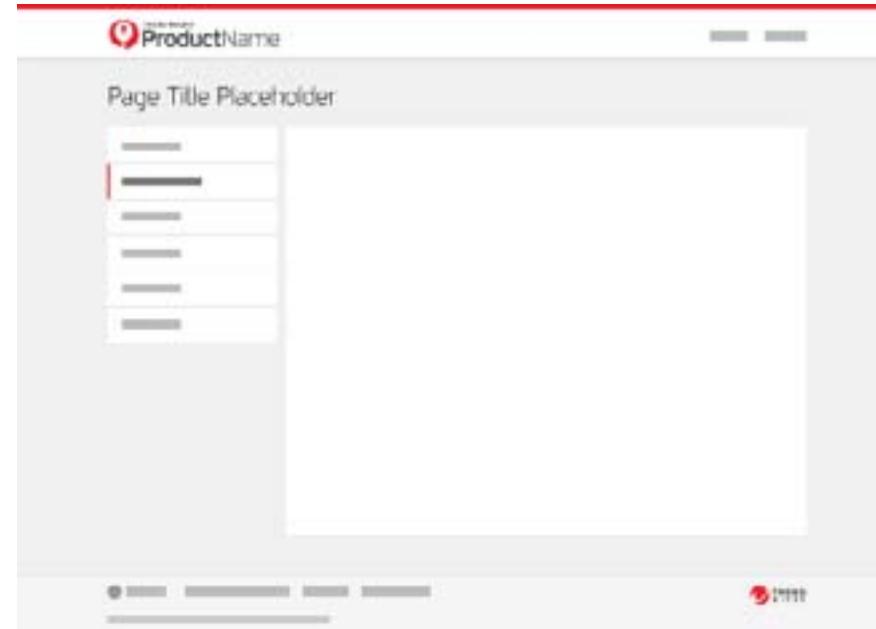
- Color: #AAAAAA, 1px



6.1. Various Background Templates



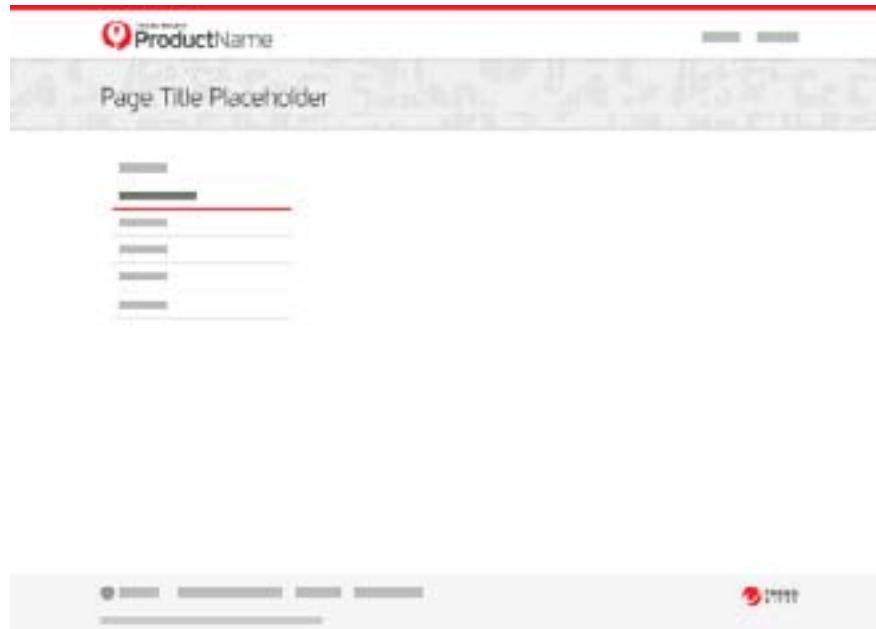
4 message groups layout



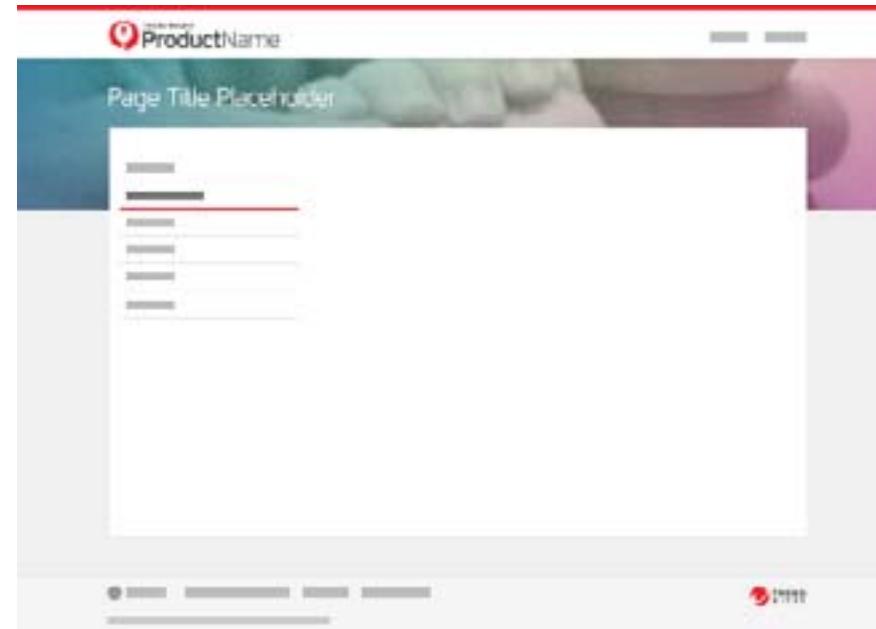
4 message groups layout



4 message groups layout



4 message groups layout



4 message groups layout



4 message groups layout

Common Components

Visual Framework

The centered page template and its associated guidelines created a visual framework that make the product site consistent.

Columns can be further divided. The grid allows for a huge range of experimental layouts and templates.

The design grid constrains your content area. No content should be placed outside of the design grid.

You can design your page to be fixed width on either Stretch or Boxed templates and centred within the browser.

6. Fonts – Heading

Standard heading fonts

- Interstate ExtraLight (Preferred)
- Should not be used below 23px size.
- AVOID using Interstate Bold
- Heading should never be used in 100% black (#000000), rather it should be used at Dark gray found in the Secondary Color palette.

Interstate

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ % @ . , ? ! ; = +

Interstate Extra Light

Interstate Light

Interstate Regular

H1 Heading 48px

- Interstate Extra Light • line-height: 50px (1.05em) • letter-spacing: -0.03em

H2 Heading 38px

- Interstate Extra Light • line-height: 41px (1.1em) • letter-spacing: -0.03em

H3 Heading 35px

- Interstate Extra Light • line-height: 38px (1.1em) • letter-spacing: -0.03em

H4 Heading 32px

- Interstate Extra Light • line-height: 35px (1.1em) • letter-spacing: -0.02em

H5 Heading 27px

- Interstate Extra Light • line-height: 30px (1.1em) • letter-spacing: -0.02em

H6 Heading 25px

- Interstate Extra Light • line-height: 28px (1.1em) • letter-spacing: -0.02em

Optional

H7 Heading 23px

- Interstate Extra Light • line-height: 26px (1.1em) • letter-spacing: -0.02em

6.1. Fonts – Body

Standard body fonts

- Arial Regular
- Arial Bold font type mostly used on title.
- No other fonts should be used as body fonts
- Should not be used above 17px size.
- Preferred to use 13px as the standard size of body text. Next will be 15px or 17px.
- 12px should be minimum size body text.
- 11px may be used on copyright only.
- Try not to use Italic fonts due to translation difficulties. L10N has issues with this style.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%@.,?!;:=+

Arial Regular

Arial Bold

17px Body Text

- Arial Regular
- line-height: 21px
- letter-spacing: -0.01em

15px Body Text

- Arial Regular
- line-height: 18px
- letter-spacing: -0.01em

13px Body Text

- Arial Regular
- line-height: 16px
- letter-spacing: 0em

12px Body Text

- Arial Regular
- line-height: 16px
- letter-spacing: 0em

11px Body Text

- Arial Regular
- line-height: 13px
- letter-spacing: 0em

17px Title Text

- Arial Bold
- line-height: 21px
- letter-spacing: -0.01em

15px Title Text

- Arial Bold
- line-height: 18px
- letter-spacing: -0.01em

13px Title Text

- Arial Bold
- line-height: 16px
- letter-spacing: 0em

12px Title Text

- Arial Bold
- line-height: 16px
- letter-spacing: 0em

Common Components

8. Color

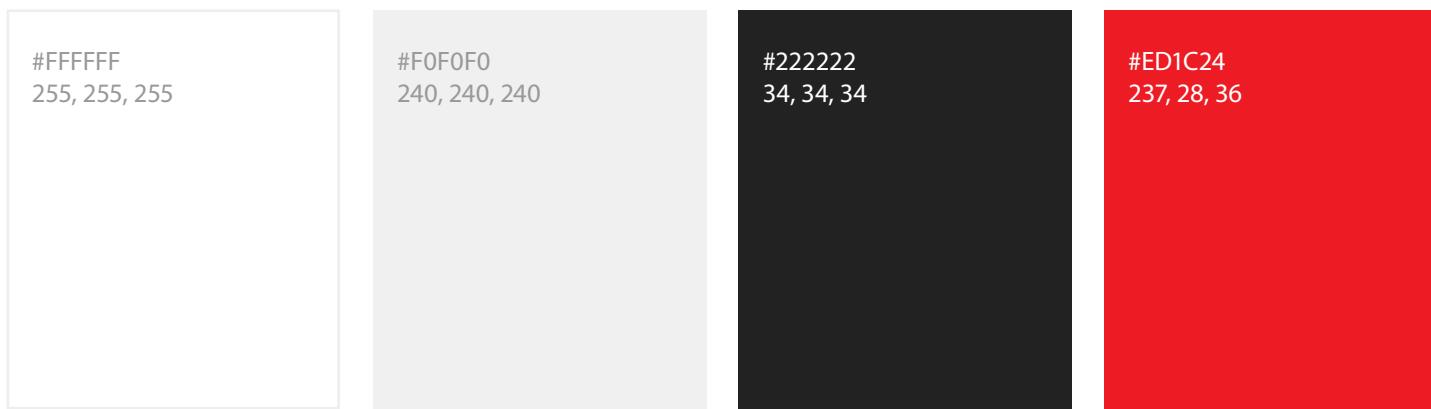
Hyperlink should be easily distinguishable from body text using a combination of bold type and color, underline on hover.

Use the uniform default link color(# 006699), and underline on hover, but the best limited to 14px.

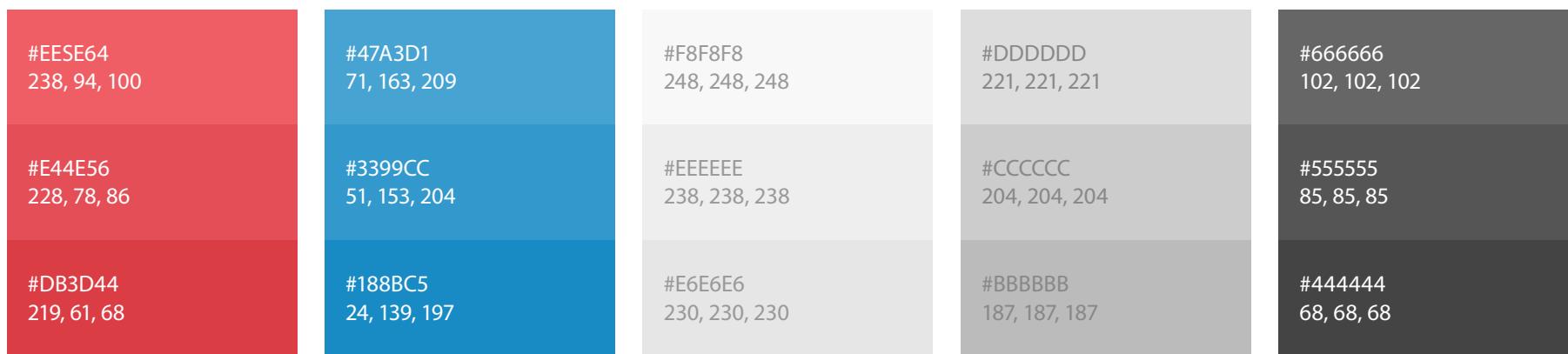
16px above font-size may be used for the title or menu, tabs.

Depending on the purpose you can design different effects, but please do not use the underline on hover.

Core Color



Secondary Color



Common Components

8. Hyperlink

Hyperlink should be easily distinguishable from body text using a combination of bold type and color, underline on hover.

Use the uniform default link color(# 006699), and underline on hover, but the best limited to 14px.

16px above font-size may be used for the title or menu, tabs.

Depending on the purpose you can design different effects, but please do not use the underline on hover.

| | Font type | Normal | Hover | Activated |
|---------|-----------------------------------------------------------|--------------------------|---------------------------------------------|-------------------------|
| Header | Arial Regular 13px | #555555 85, 85, 85 | #DB3D44 219, 61, 68 | #DB3D44 219, 61, 68 |
| Footer | Arial Regular 13px | #777777 119, 119, 119 | #DB3D44 219, 61, 68 | #DB3D44 219, 61, 68 |
| Default | Arial Regular 11px 12px 13px 15px 17px | #4A8DB8 74, 141, 184 | #3399CC 51, 153, 204 <u>Underline</u> | #3399CC 51, 153, 204 |

* Do not use Underline.

* Depending on the design to replace the background color or text color.

Common Components

8. Buttons

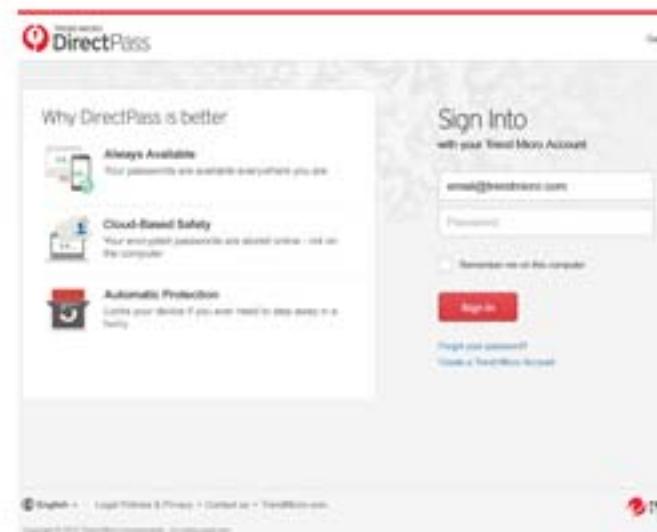
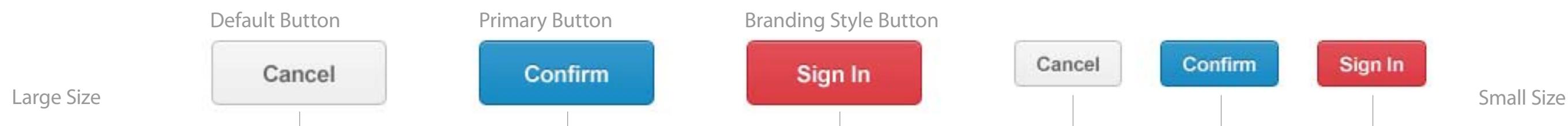
*A button always contains text, but does not always contain a icon. Every button should have the following 4 states: Normal, Hover, Activate, Disable.

Use the default button in general status.
It is recommended to use the primary button if there is important action.

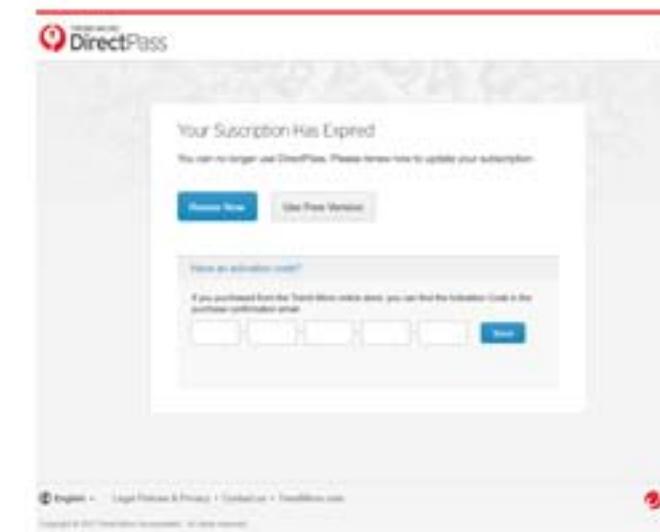
A Trend Micro Branding style button, using for the major visual specific.

Use the small or large size buttons based on the layout UI. Be sure to keep consistency.

Use the default button in general status.
It is recommended to use the primary button if there is important action.



Branding Style Button Usage



Default and Primary Buttons Usage



Default Buttons Usage

Buttons Specifications

Default Button

- **Basic Type :**
Arial Bold, 15px, #666666
text-shadow : 0px 1px rgba(255,255,255,.8)
text-align : center
vertical-align : center
border-radius : 4px
border : solid 1px #BBBBBB

- **Normal :**
background : (linear-gradient(top, #F8F8F8 0%, #EEEEEE 100%)
box-shadow : inset 0 1px 0 0 rgba(255,255,255,.7)

- **Hover :**
font color : #555555
border : solid 1px #A5A5A5
background : (linear-gradient(top, #F2F2F2 0%, #E6E6E6 100%)
box-shadow : 0 1px 2px 0 rgba(0,0,0,.1)
 inset 0 1px 0 0 rgba(255,255,255,.7)

- **Active :**
font color : #555555
border : solid 1px #A5A5A5
background: #E4E4E4
box-shadow : inset 0 1px 0 0 rgba(0,0,0,.1)

- **Disable :**
Arial Bold, 15px, #AAAAAA
text-align : center
border-radius : 4px
border : solid 1px #CCCCCC
background : #EAEEAE

Primary Button

- **Basic Type :**
Arial Bold, 15px, #FFFFFF
text-shadow : 0px -1px rgba(0,0,0,.3)
text-align : center
vertical-align : center
border-radius : 4px
border : solid 1px #006699

- **Normal :**
background : (linear-gradient(top, #3399CC 0%, #2A87C3 100%)
box-shadow : inset 0 1px 0 0 rgba(255,255,255,.2)

- **Hover :**
background : (linear-gradient(top, #47A3D1 0%, #2A87C3 100%)
box-shadow : 0 1px 2px 0 rgba(0,0,0,.2)
 inset 0 1px 0 0 rgba(255,255,255,.2)

- **Active :**
background: #2A87C3
box-shadow : inset 0 1px 0 0 rgba(0,0,0,.1)

Branding Style Button

- **Basic Type :**
Arial Bold, 15px, #FFFFFF
text-shadow : 0px -1px rgba(0,0,0,.3)
text-align : center
vertical-align : center
border-radius : 4px
border : solid 1px #B32028

- **Normal :**
background : (linear-gradient(top, #E44E56 0%, #DB3D44 100%)
box-shadow : inset 0 1px 0 0 rgba(255,255,255,.2)

- **Hover :**
background : (linear-gradient(top, #EE5E64 0%, #DB3D44 100%)
box-shadow : 0 1px 2px 0 rgba(0,0,0,.2)
 inset 0 1px 0 0 rgba(255,255,255,.2)

- **Active :**
background : #DB3D44
box-shadow : inset 0 1px 0 0 rgba(0,0,0,.1)

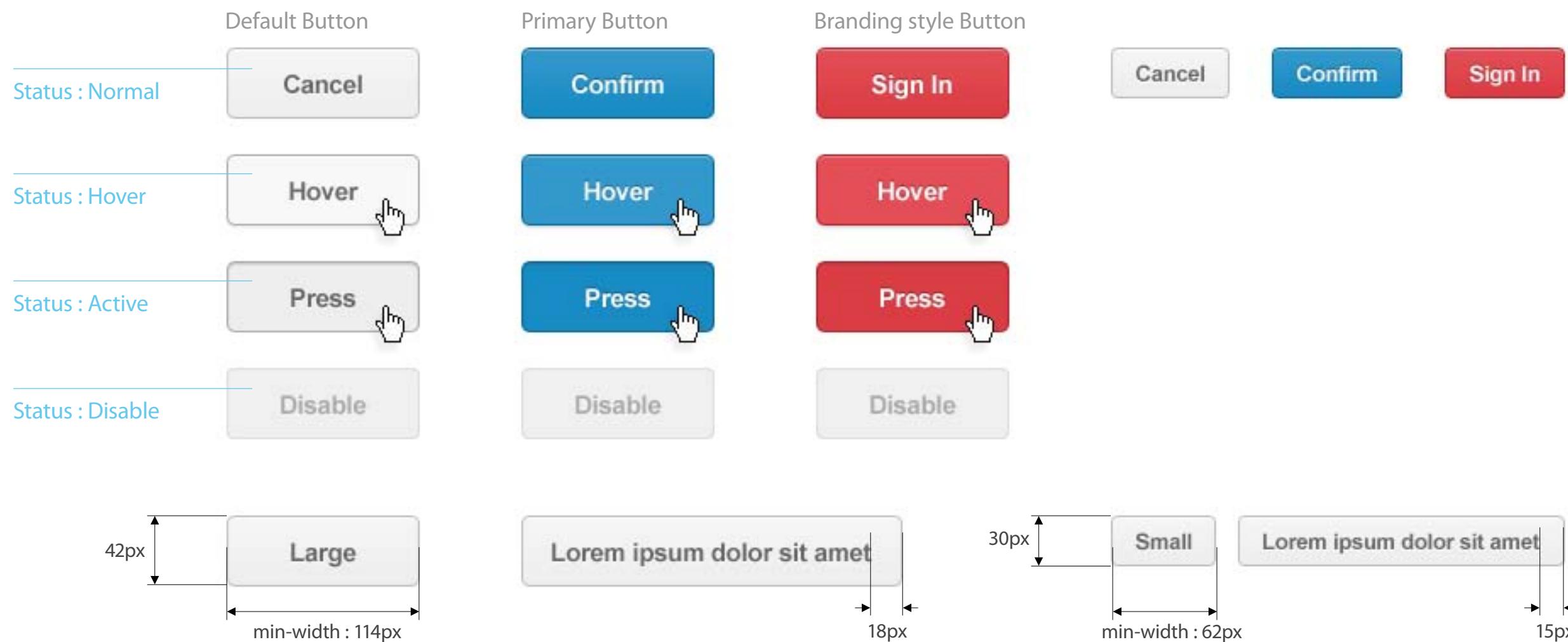
Large Size

- **Basic Type :**
Arial Bold, 15px
height : 42px
min-width : 114px

Small Size

- **Basic Type :**
Arial Bold, 13px
height : 30px
min-width : 62px

Buttons Specifications



Common Components

8. Text Input

*A form contains input elements like textarea, select lists, fieldset, legend, label elements and more. Keep clean and simple design to avoid letting user feel impatient .

Required forms marked as * (#cc0000) and always placed behind the texts.

Large Size

Un-Active

Active

Error

⚠ Error Message

Disable

Due to highlight the Text Input , use the large size forms for Sign In Page. When there are many forms in one pages, use the small size forms to avoid too heavy.

*A form contains input elements like textarea, select lists, fieldset, legend, label elements and more.

Small Size / Label

Un-Active

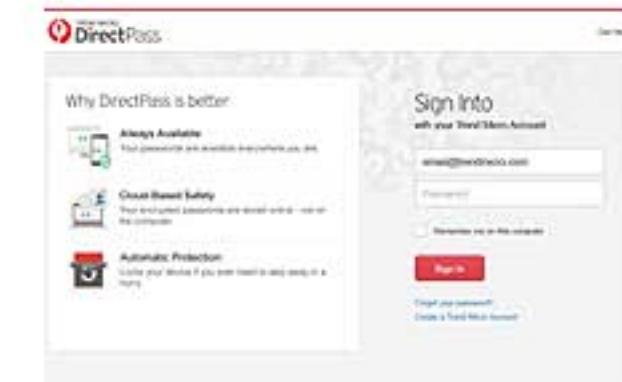
Active

Error

⚠ Error Message

Disable

Keep clean and simple design to avoid letting user feel impatient .



Large Size Input Usage



Small Size Input with Label Usage

Text Input Specifications

Forms

- **Un-Active :**
Arial Regular, 17px, #AAAAAA
vertical-align : center
background-color : #FFFFFF
border : solid 1px #BBBBBB

- **Active :**
Arial Regular, 17px, #222222
border : solid 1px #7777777
box-shadow : inset 0 1px rgba (34,34,34,.1)

- **Error :**
Arial Regular, 17px, #222222
border : solid 1px #FF0000

- **Disable :**
Arial Regular, 17px, #AAAAAA
background-color : #F0F0F0
border : solid 1px #DDDDDD

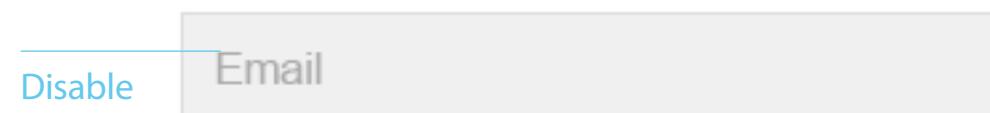
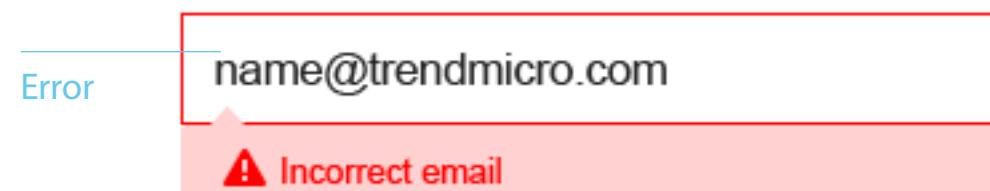
- **Label :**

Arial Regular, 13px, #555555
background-color : #F0F0F0
border : solid 1px #DDDDDD

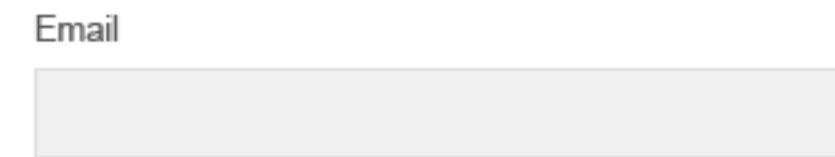
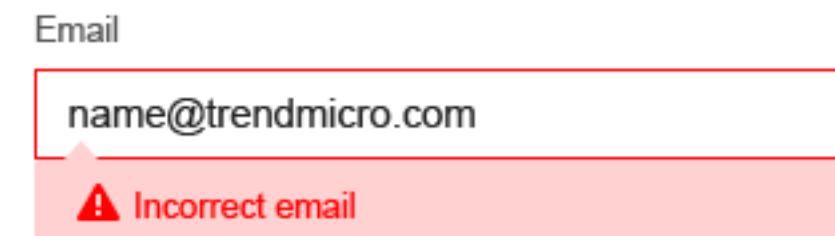
- **Error Message :**

Arial Regular, 13px, #FF0000, line-height: 1.3em
background-color : #FFD1D0
border-radius : 2px
glyph Icons Size : 15x8px , 18x18px

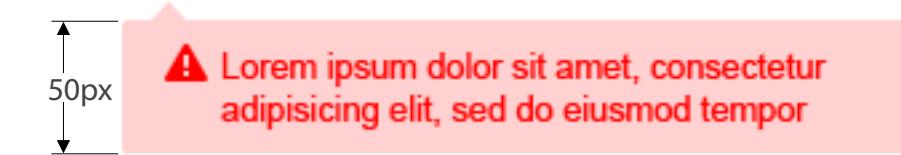
Large Size



Small Size / Label



Error Message



Common Components

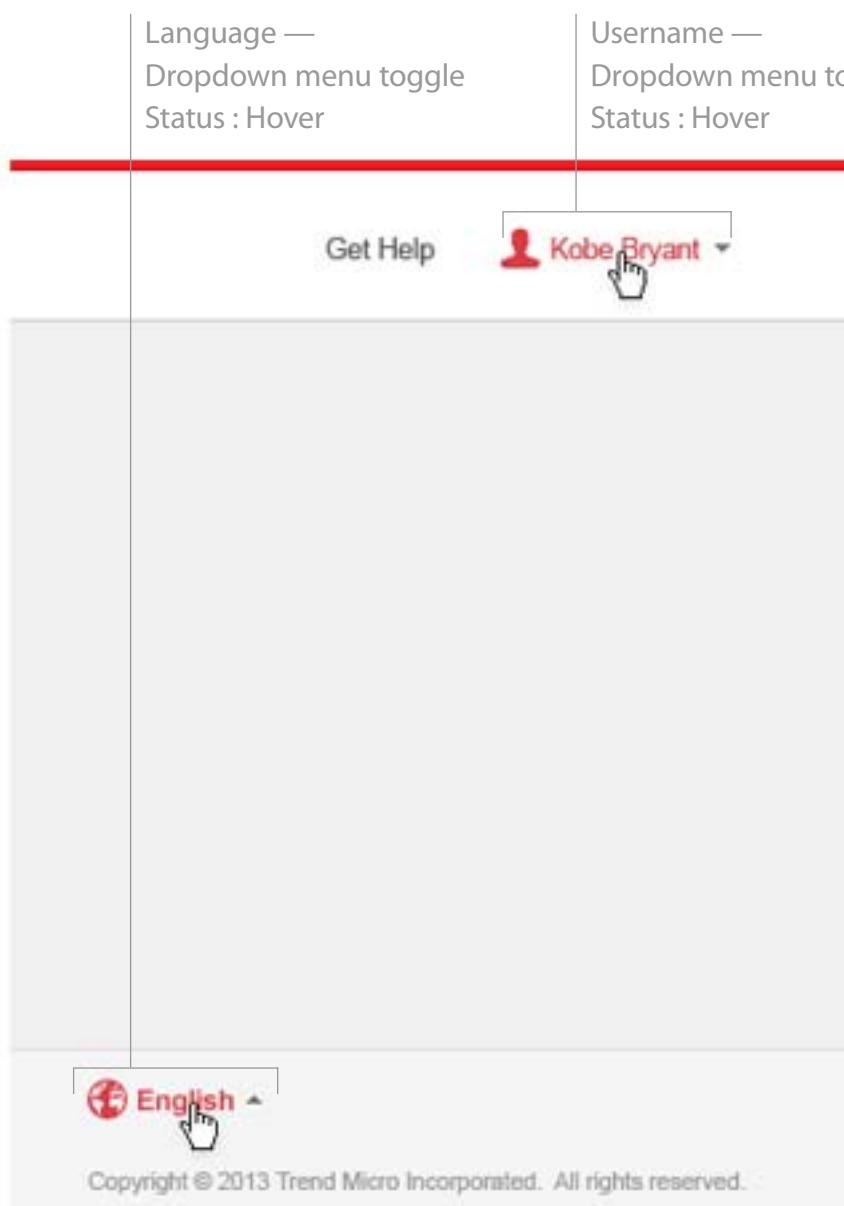
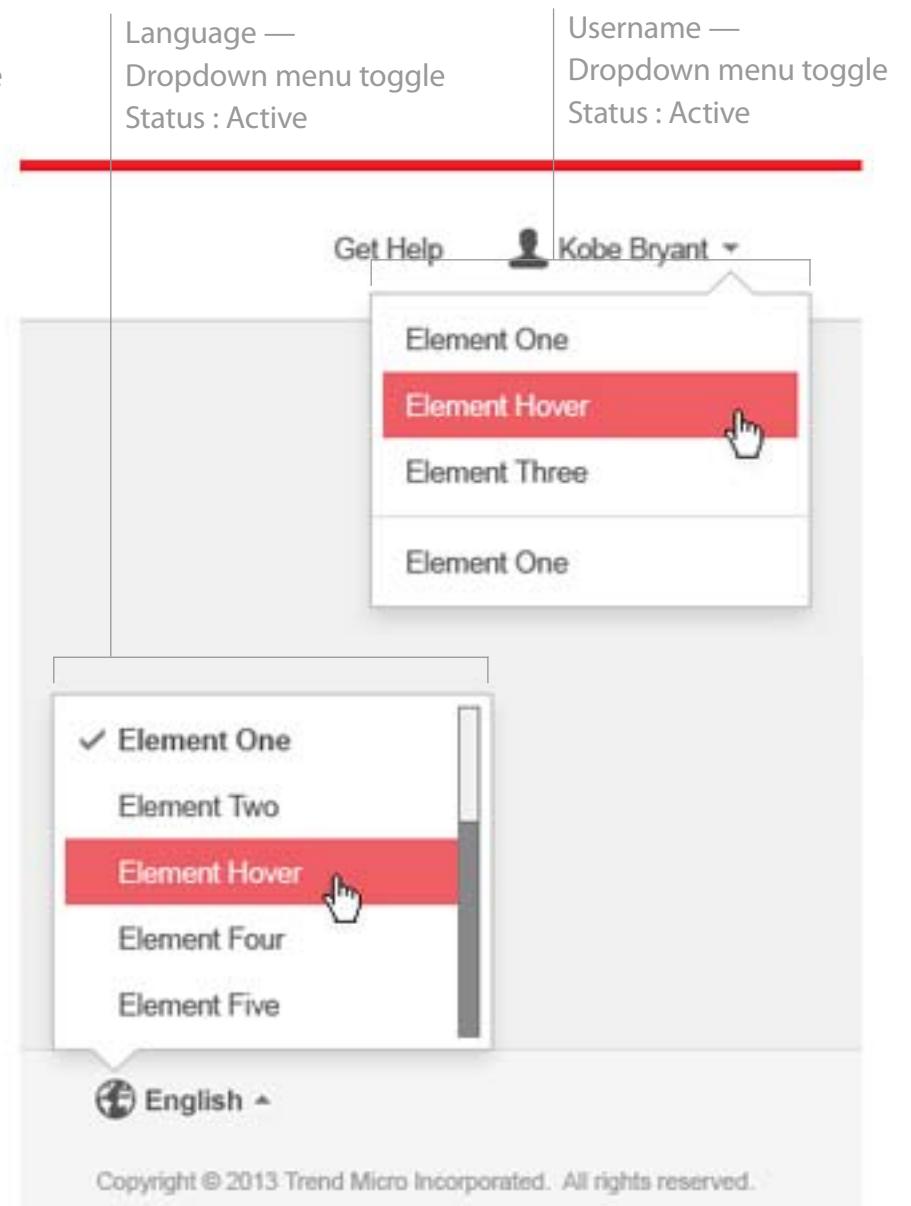
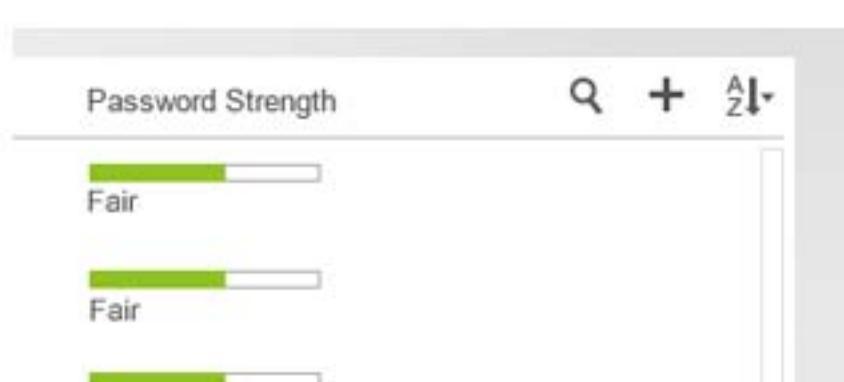
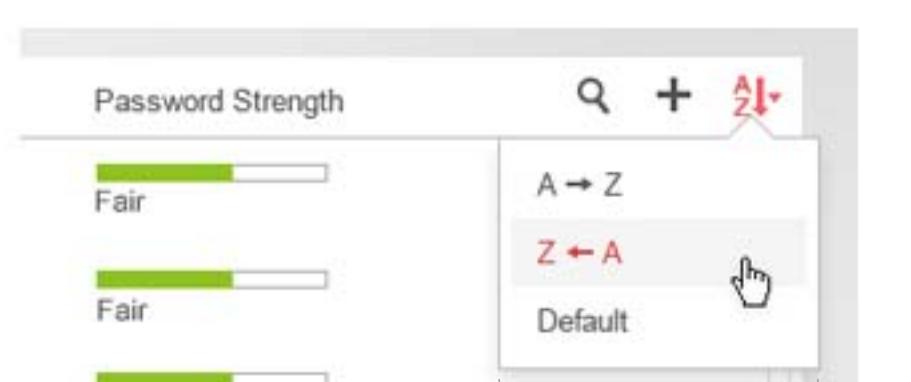
8. Drop Down Menu

*Due to emphasize the branding, use the red style drop down menu.

The menus are ONLY displayed from header and footer. Links are typically include Account Settings and more. Sign Out will always at the bottom of the menu.

The detail spec please refer to page 10.

For web console or UI part, use the grey style drop down menu as default setting.

| Language — Dropdown menu toggle Status : Hover | Username — Dropdown menu toggle Status : Hover | Language — Dropdown menu toggle Status : Active | Username — Dropdown menu toggle Status : Active |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |

Header and Footer Usage

Web Console Usage

A to Z Sorting —
Dropdown menu toggle
Status : Active

Drop Down Menu Specifications

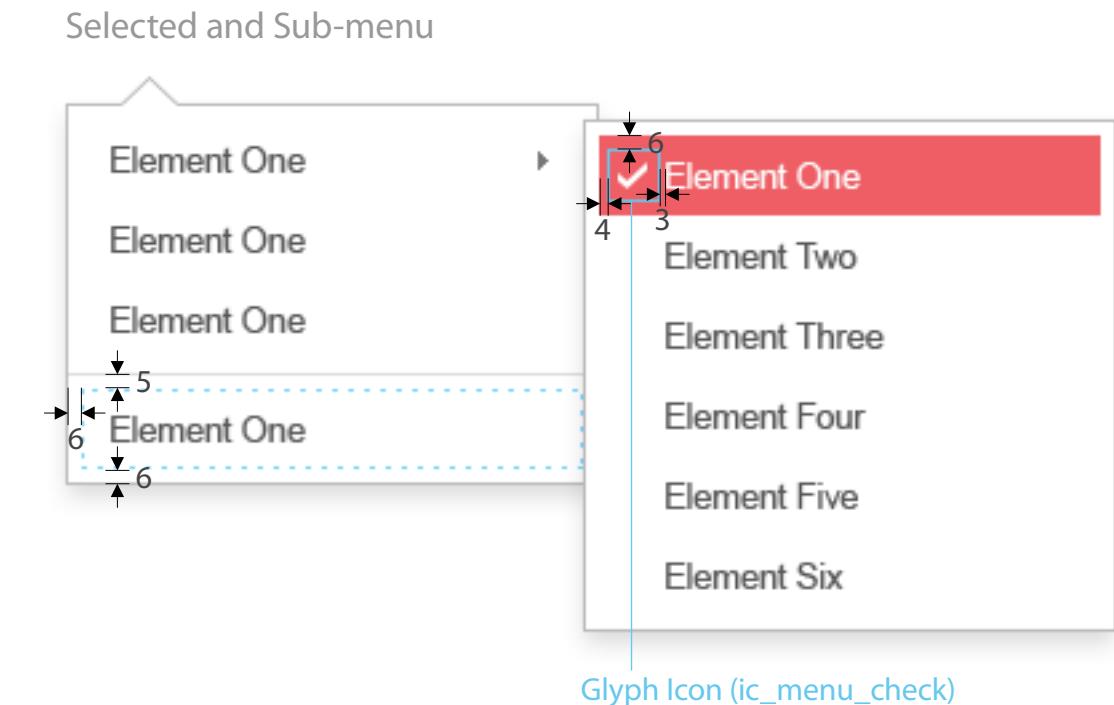
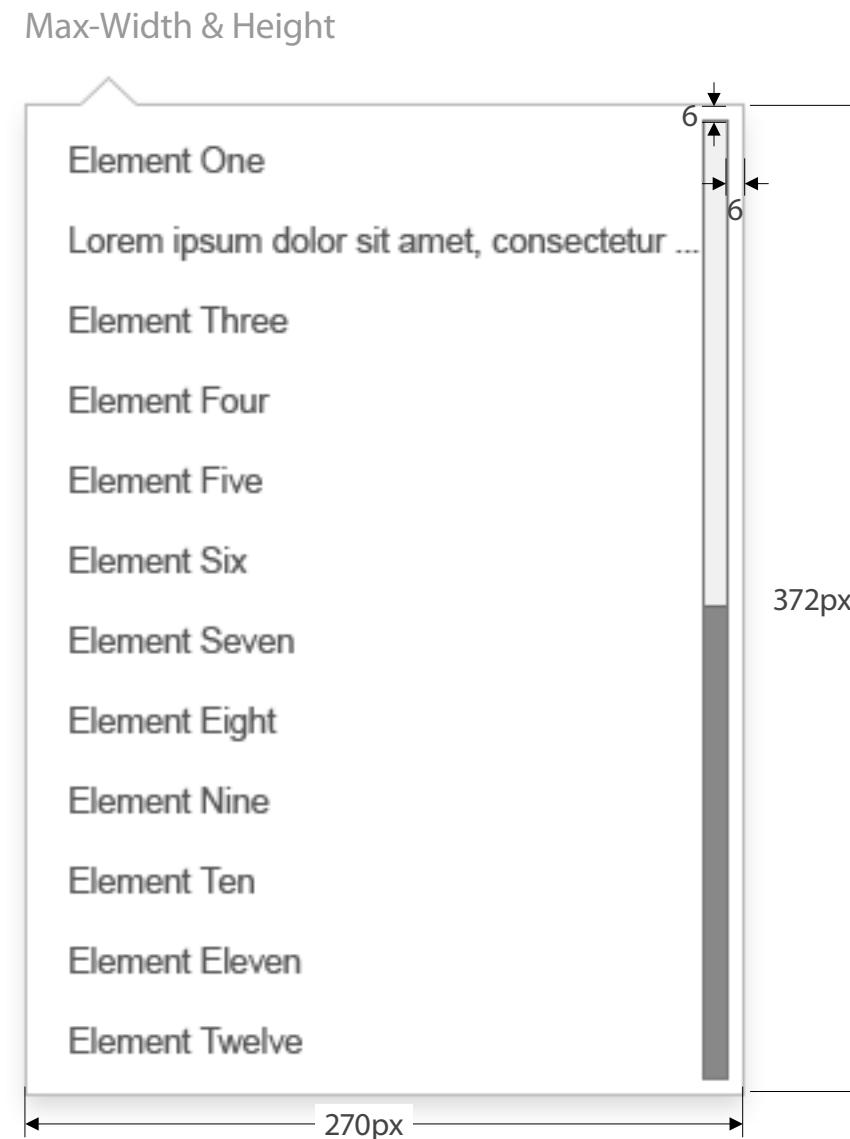
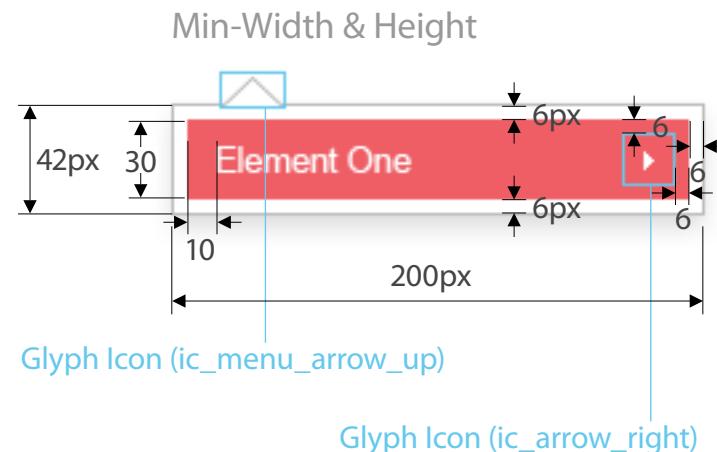
Red style drop down menu

- **Basic Type :**
Arial Regular, 13px, #555555
vertical-align : center
border : solid 1px #BBBBBB
background-color : #FFFFFF
box-shadow: 0 5px 10px rgba (0,0,0,.15)
glyph Icons Size : 23x12px , 18x18px
divider-line : solid 1px #DDDDDD

- **Hover :**
font color : #FFFFFF
background-color : #EE5E64
height : 30px
- **Selected:**
Arial Bold, 13px, #555555
background: #FFFFFF

Scrollbar

- **Dragger Container :**
background-color: #f0f0f0
box-shadow: 0 1px rgba (0,0,0,.2)
width : 10px
- **Dragger Bar :**
background-color: rgba (85,85,85,.7)
box-shadow: inset 0 0 0 1px rgba (0,0,0,.1)



Drop Down Menu Specifications

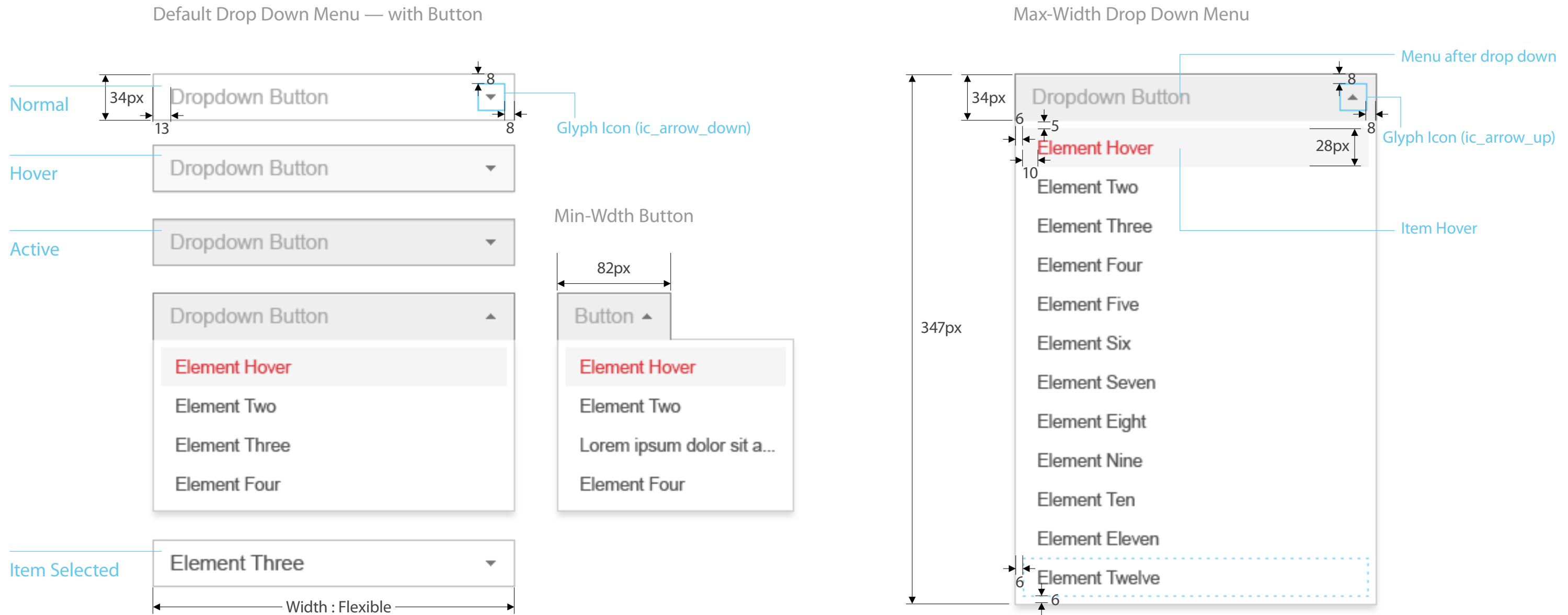
Grey style drop down menu (with Button)

- **Basic Type :**
Arial Regular, 15px, #AAAAAA
vertical-align : center
glyph Icons Size : 18x18px
- **Normal :**
background-color : #FFFFFF
border : solid 1px #BBBBBB
- **Hover :**
background-color : #F8F8F8
border : solid 1px #AAAAAA
box-shadow: 0 1px 0 1px rgba (34,34,34,.1)
- **Active :**
background-color : #EEEEEE
border : solid 1px #AAAAAA
box-shadow: inset 0 1px rgba (34,34,34,.1)
- **Item Selected :**
font color : #555555
background-color : #FFFFFF
border : solid 1px #AAAAAA

Drop down menu

- **Basic Type :**
Arial Regular, 13px, #555555
vertical-align : center
background-color: #FFFFFF
border: solid 1px #CCCCCC
box-shadow: 0 4px 5px rgba (0,0,0,.15)
- **Menu after drop down :**
Arial Regular, 15px, #AAAAAA
vertical-align : center
background-color: #eeeeee
border: solid 1px #888888
box-shadow: inset 0 1px rgba (255,255,255,.9)
glyph Icons Size : 18x18px
- **Item Hover :**
Arial Regular, 13px, #DB3D44
background-color : #F5F5F5
height : 28px
- **Item Selected:**
Arial Bold, 13px, #DB3D44
background: #FFFFFF

Drop Down Menu Specifications



Common Components

8. Check Boxes & Radio Buttons

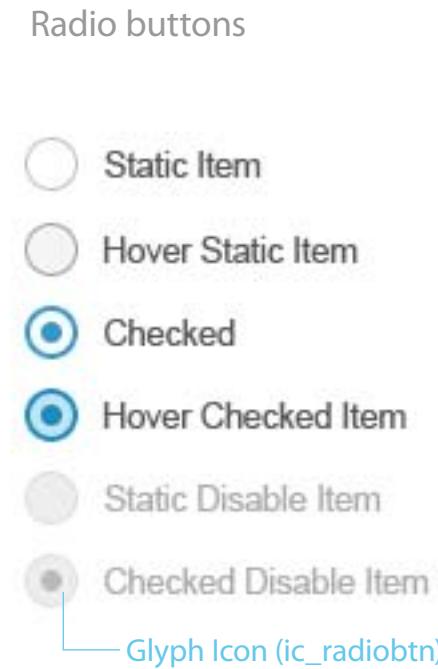
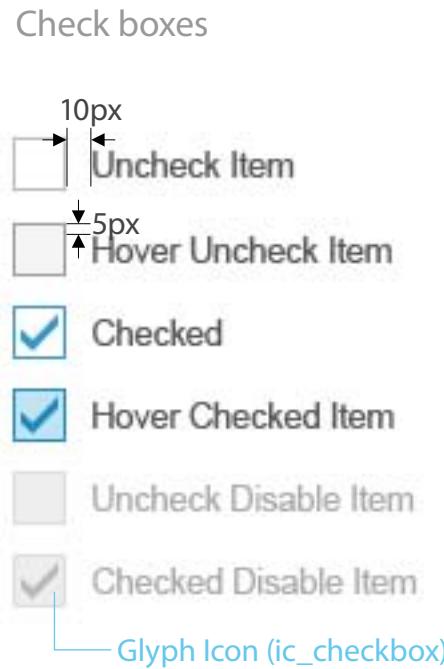
*A button always contains text, but does not always contain a icon. Every button should have the following 4 states: Normal, Hover, Activate, Disable.

Use the default button in general status.
It is recommended to use the primary button if there is important action. down menu as default setting.

Checkes Boxes

- Uncheck / Hover / Checked / Hover Checked :
Arial Regular, 13px, #555555
glyph Icons Size : 20x20px

- Uncheck Disable / Checked Disable :
Arial Regular, 13px, #AAAAAA
glyph Icons Size : 20x20px



Check Box Usage

Common Components

8. Tool Tips

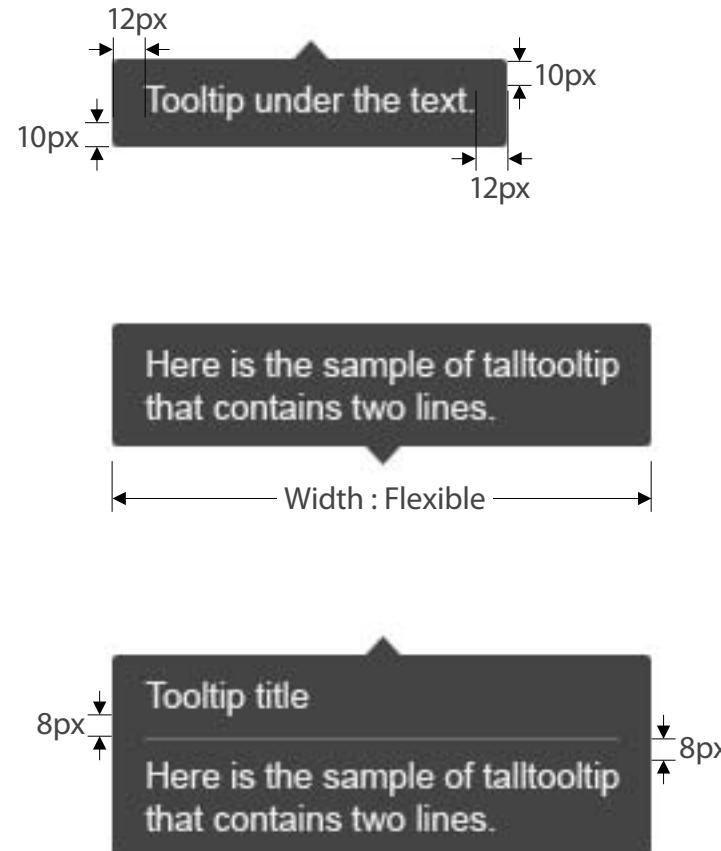
*A button always contains text, but does not always contain a icon. Every button should have the following 4 states: Normal, Hover, Activate, Disable.

Use the default button in general status.
It is recommended to use the primary button if there is important action. down menu as default setting.

Tool Tips

- **Basic Type :**
Arial Regular, 13px, #EEEEEE
line-height: 1.3em
vertical-align : left
border-radius : 2px
background-color : #444444
glyph Icons Size : 15x8px
- **Tooltip Title :**
Arial Regular, 13px, #EEEEEE

divider-line : solid 1px #707070



Tool Tips Usage

Common Components

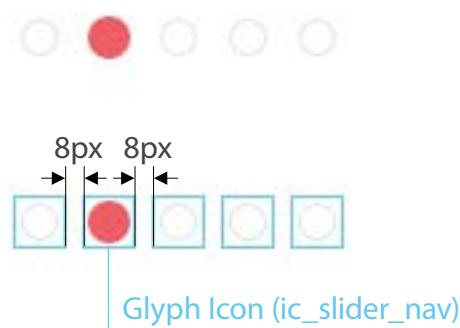
8. Slider Navigation

*A button always contains text, but does not always contain a icon. Every button should have the following 4 states: Normal, Hover, Activate, Disable.

Use the default button in general status.
It is recommended to use the primary button if there is important action. down menu as default setting.

Slider Navigation

- Basic Type :
glyph Icons Size : 18x18px



Slider Navigation Usage

Common Components

8. Lightbox

*A lightbox is a modal dialog form that is capable of displaying rich information and is highly customizable.

Set the lightbox with a black background and opacity of 60%. The background is always dimmed and overlay whole page.

The position of the lightbox is margin-top 10% and margin-bottom 10% of the screen. This depends on the resolution size.

A lightbox must provide a close button or close button at top right side.

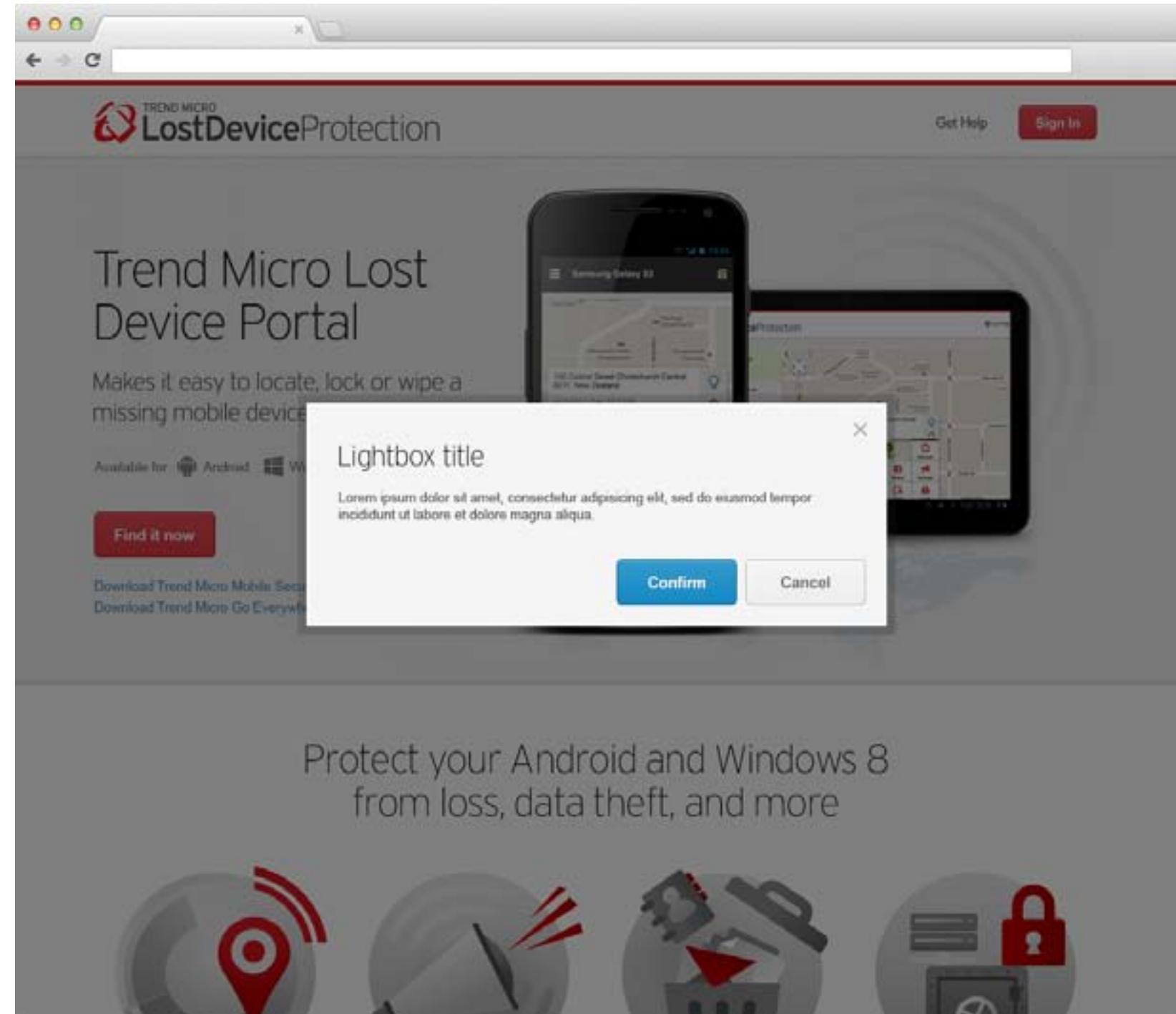
Button always be arranged align center. If there are two buttons must be separated as 20px.

The min-height of standard popup is 230 pixels.

Dialogs :

Use the other style of dialog to show brief message, eg: success or fail result. The dialog contains large icon, title and message.

It appeared for 10 seconds and will gradually disappear.



Lightbox Specifications

Popup

- **Basic Type :**
Arial Regular, 13px, #555555
text-align : left
background-color: #F5F5F5
border: solid 3px #FFFFFF
box-shadow: 0 0 0 1px rgba(100,100,100,.3)
glyph Icons Size : 40x40px

- **Title :**
H6, #222222

- **Button :**
Small Size
Please refer to Buttons Specifications (P.39)

- **Shadow Box :**
background-color: rgba(34,34,34,.2)
padding : 10px

Small Size

- **Popup :**
min-width : 530px
min-height : 210px
- **Shadow Box :**
min-width : 550px
min-height : 230px

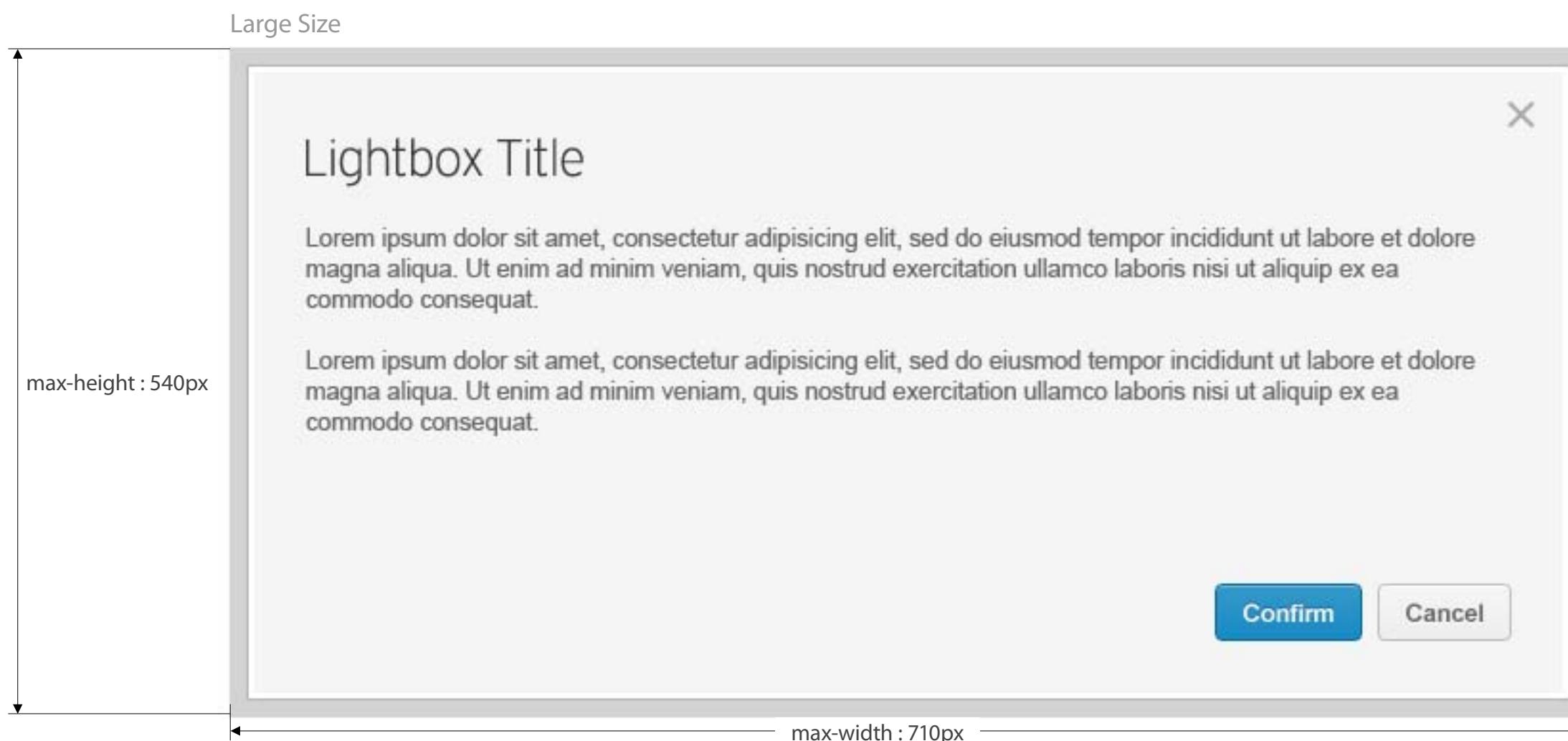
Large Size

- **Popup :**
max-width : 690px
max-height : 520px
- **Shadow Box :**
max-width : 710px
max-height : 540px

Lightbox

- **Overlay :**
background-color: rgba(0,0,0,.6)
height :100%
width:100%

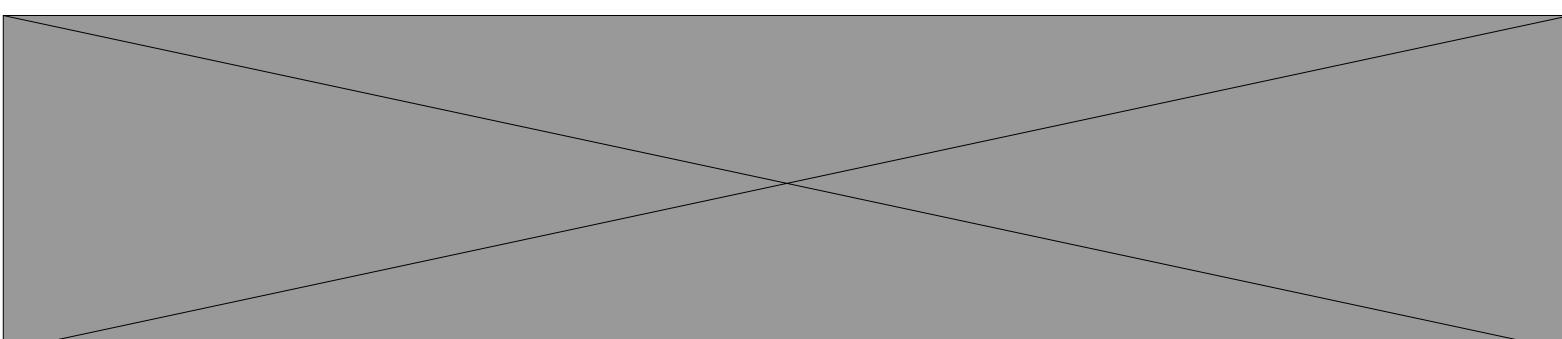
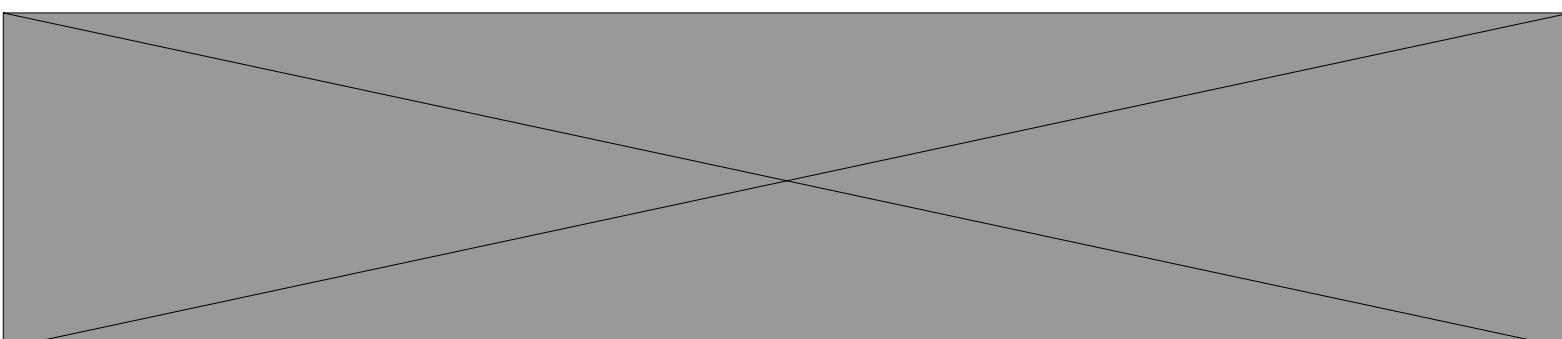
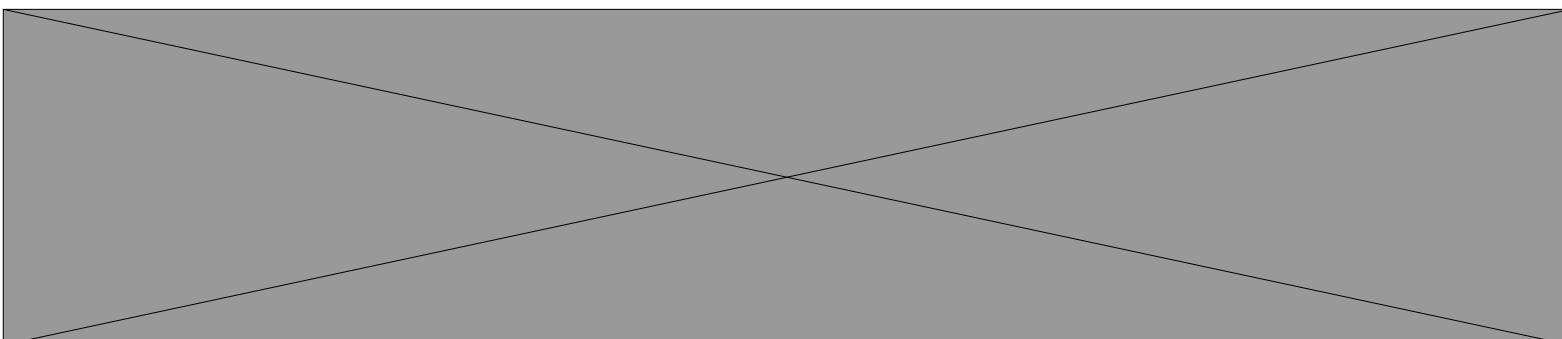
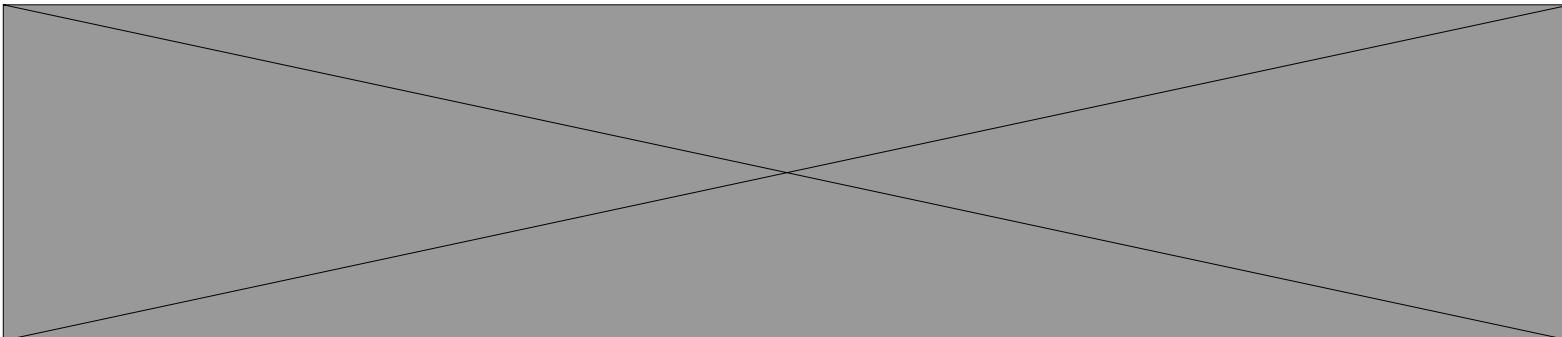
Lightbox Specifications



8. Navigation Tabs

A button always contains text, but does not always contain a icon. Every button should have the following 4 states: Normal, Hover, Activate, Disable.

Use the default button in general status.
It is recommended to use the primary button if there is important action.



Tab Specifications Style 1

Trend Micro Logo

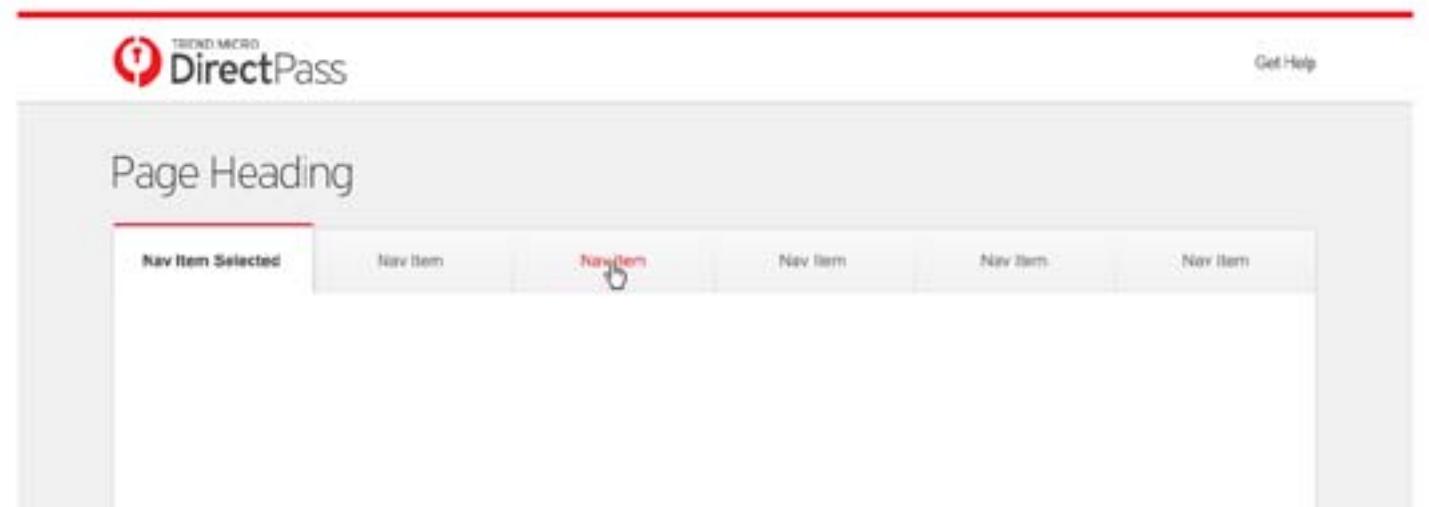
- Trend Micro logo should align the right side of footer
- Size: 93 x 93 px.

Push Button Text

- Font type: Segoe UI Regular, 12px, center align with button.

Push Button Text Color

- Normal & focus: RGB (70, 70, 70) with 1px below white shadow.
- Hover & pressed: RGB (20,20,20) with 1px below white shadow.
- Disabled: RGB (140,140,140) with 1px below 50% white shadow.
- States:



Tab Specifications Style 2



Get Help

Page Heading

Nav Item Nav Item Selected Nav Item **Nav Item** Nav Item

Trend Micro Logo

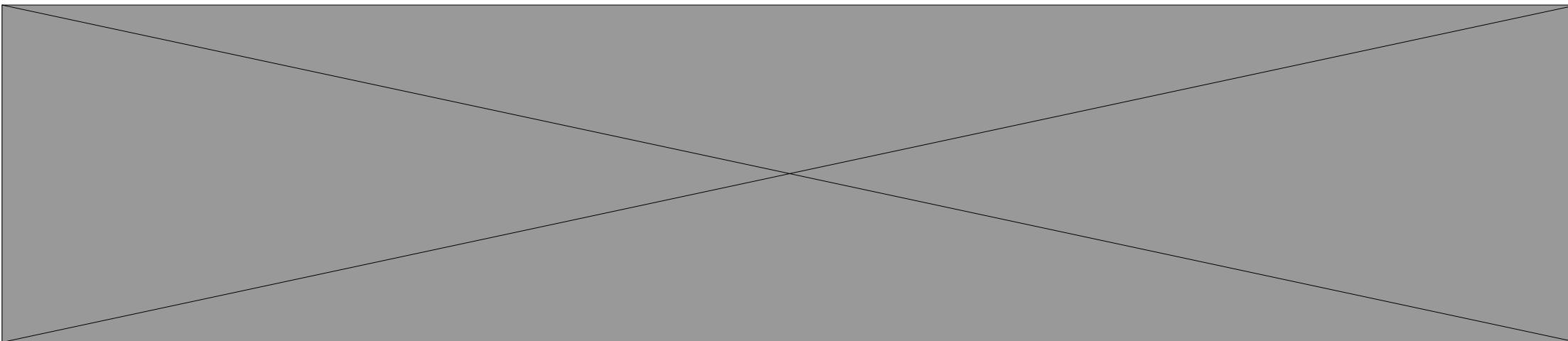
- Trend Micro logo should align the right side of footer
- Size: 93 x 93 px.

Push Button Text

- Font type: Segoe UI Regular, 12px, center align with button.

Push Button Text Color

- Normal & focus: RGB (70, 70, 70) with 1px below white shadow.
- Hover & pressed: RGB (20,20,20) with 1px below white shadow.
- Disabled: RGB (140,140,140) with 1px below 50% white shadow.
- States:



Tab Specifications Style 3

Trend Micro Logo

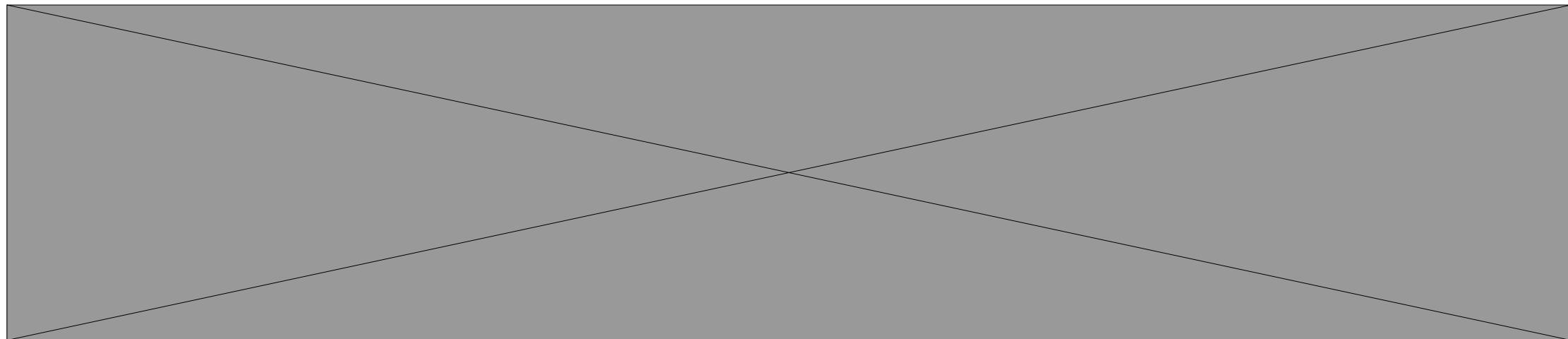
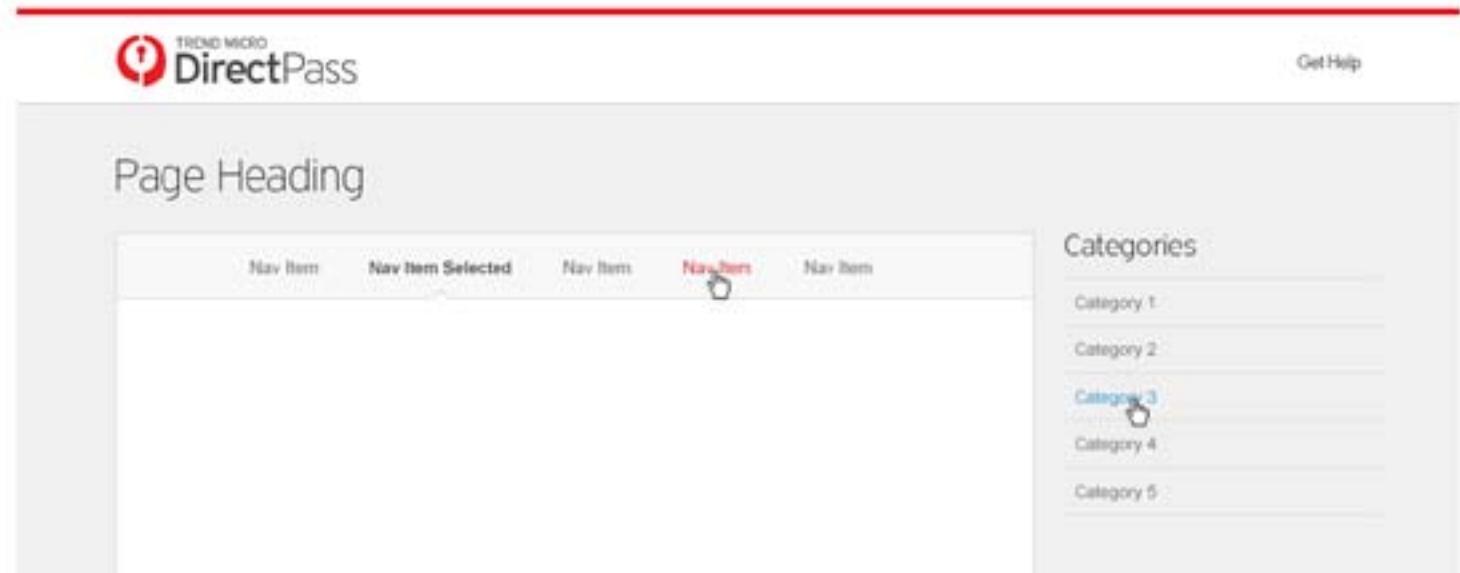
- Trend Micro logo should align the right side of footer
- Size: 93 x 93 px.

Push Button Text

- Font type: Segoe UI Regular, 12px, center align with button.

Push Button Text Color

- Normal & focus: RGB (70, 70, 70) with 1px below white shadow.
- Hover & pressed: RGB (20,20,20) with 1px below white shadow.
- Disabled: RGB (140,140,140) with 1px below 50% white shadow.
- States:



Tab Specifications Style 4

Trend Micro Logo

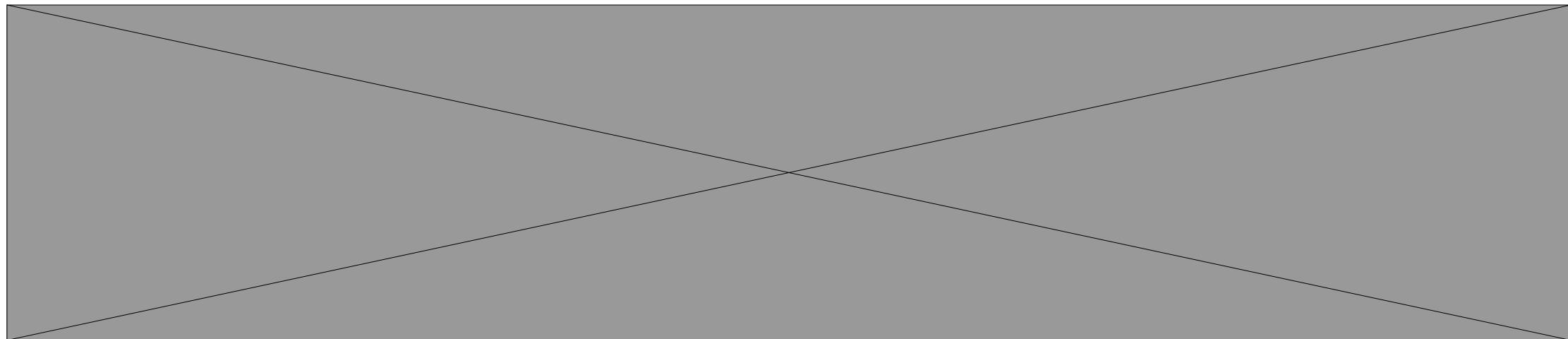
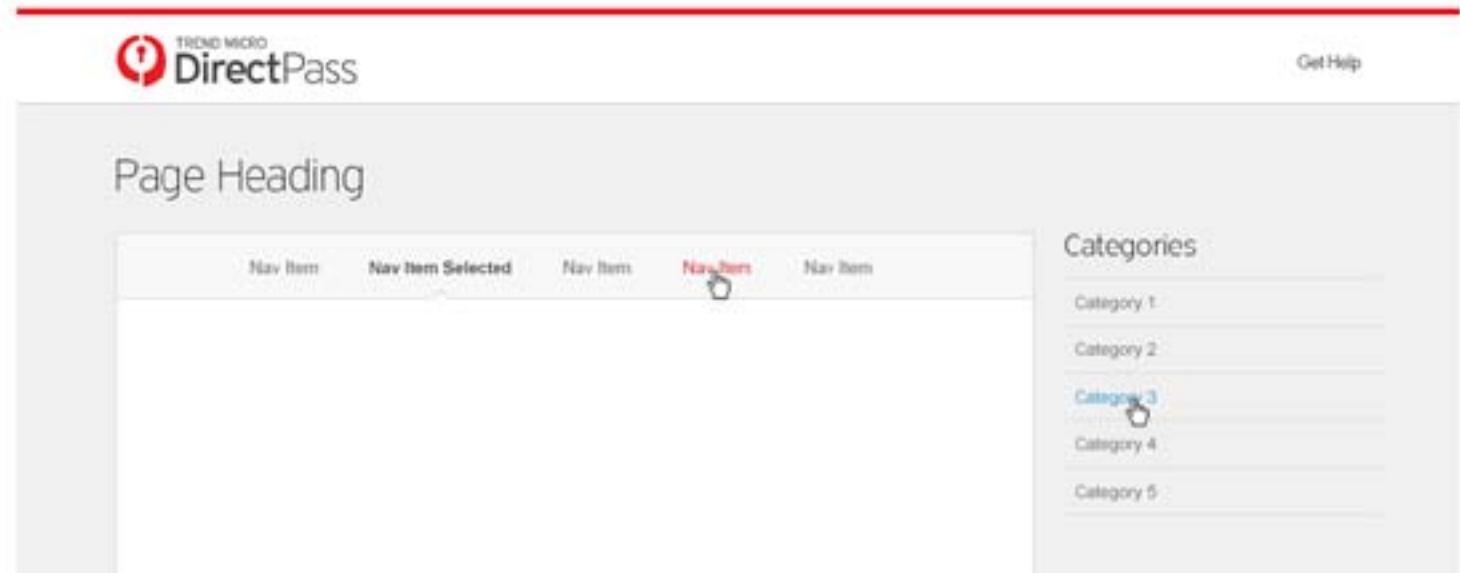
- Trend Micro logo should align the right side of footer
- Size: 93 x 93 px.

Push Button Text

- Font type: Segoe UI Regular, 12px, center align with button.

Push Button Text Color

- Normal & focus: RGB (70, 70, 70) with 1px below white shadow.
- Hover & pressed: RGB (20,20,20) with 1px below white shadow.
- Disabled: RGB (140,140,140) with 1px below 50% white shadow.
- States:

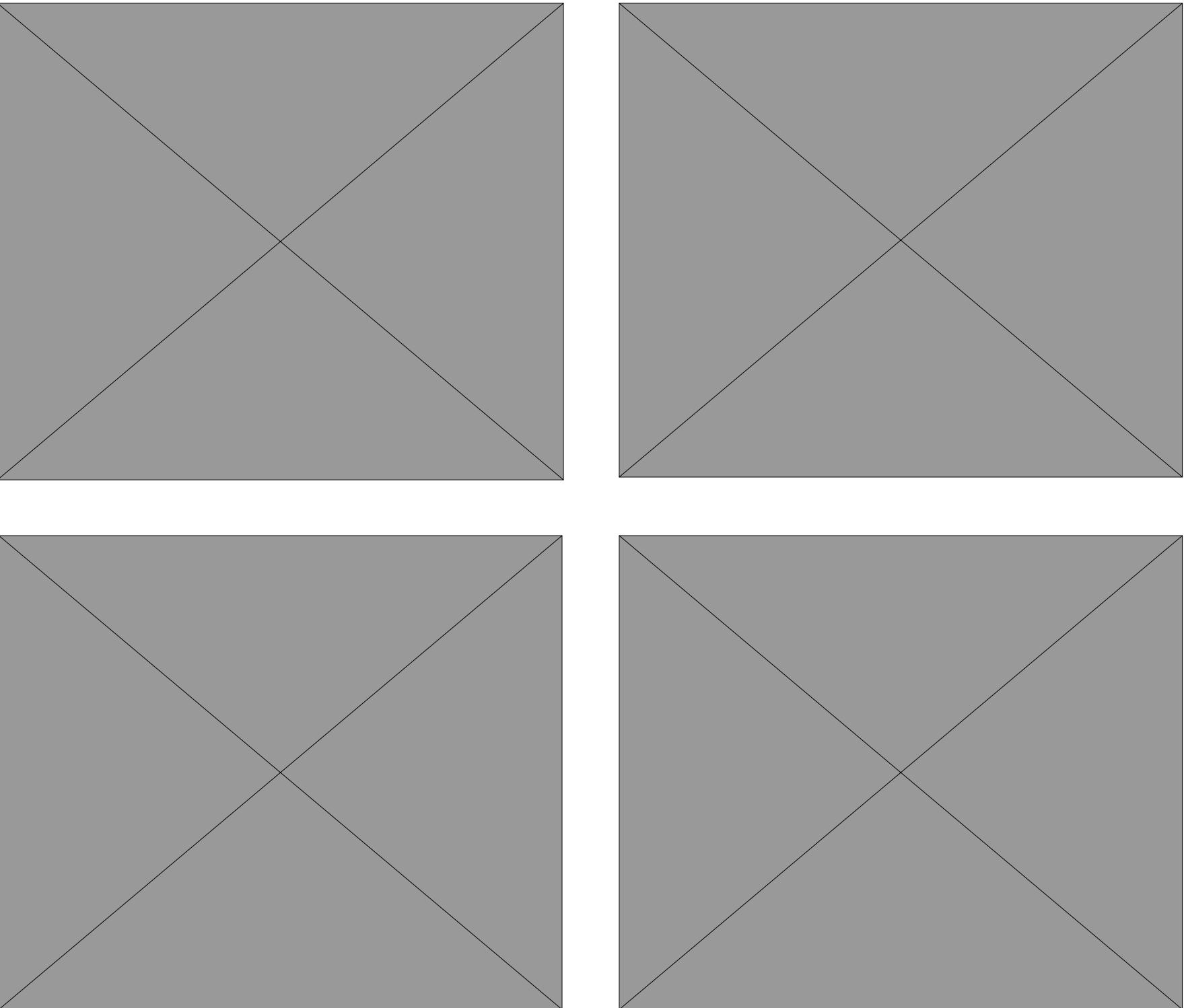


Common Components

8. Side Navigations

A button always contains text, but does not always contain a icon. Every button should have the following 4 states: Normal, Hover, Activate, Disable.

Use the default button in general status.
It is recommended to use the primary button if there is important action.



Side Nav Specifications Style 1

Trend Micro Logo

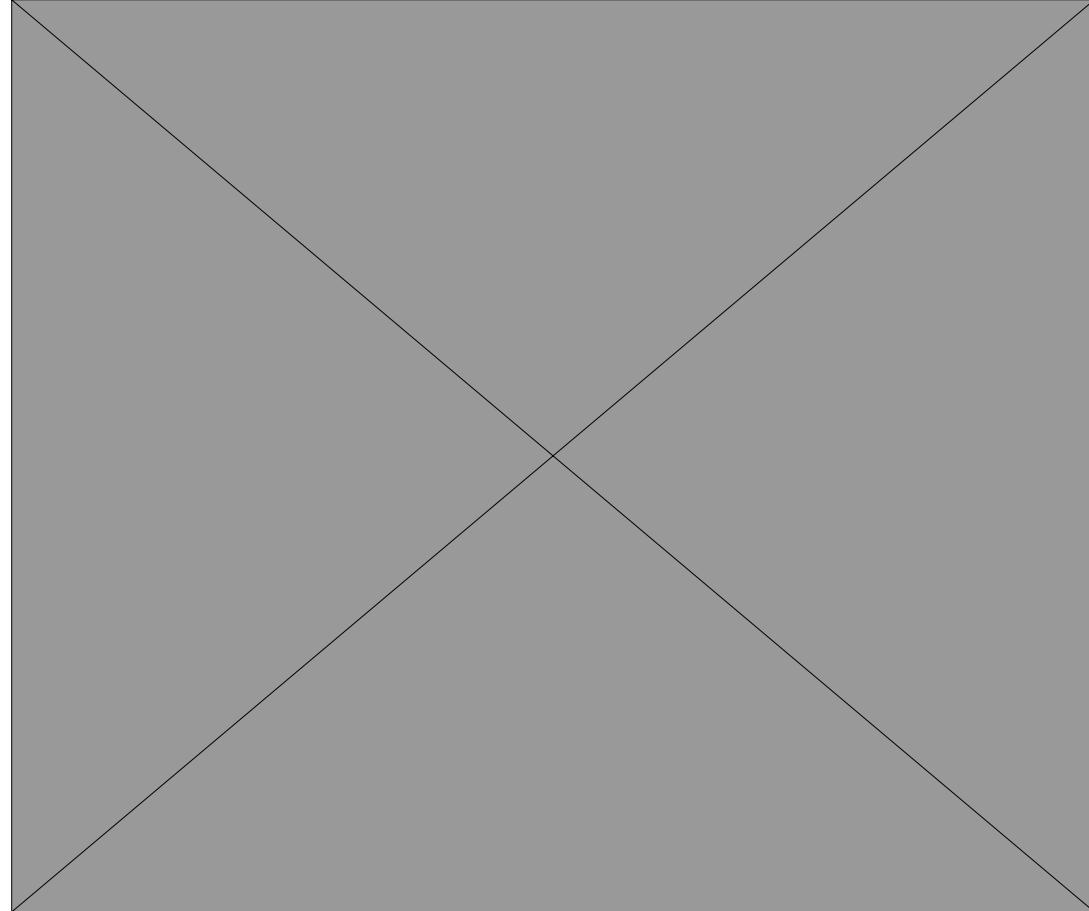
- Trend Micro logo should align the right side of footer
- Size: 93 x 93 px.

Push Button Text

- Font type: Segoe UI Regular, 12px, center align with button.

Push Button Text Color

- Normal & focus: RGB (70, 70, 70) with 1px below white shadow.
- Hover & pressed: RGB (20,20,20) with 1px below white shadow.
- Disabled: RGB (140,140,140) with 1px below 50% white shadow.
- States:



Side Nav Specifications Style 2

Trend Micro Logo

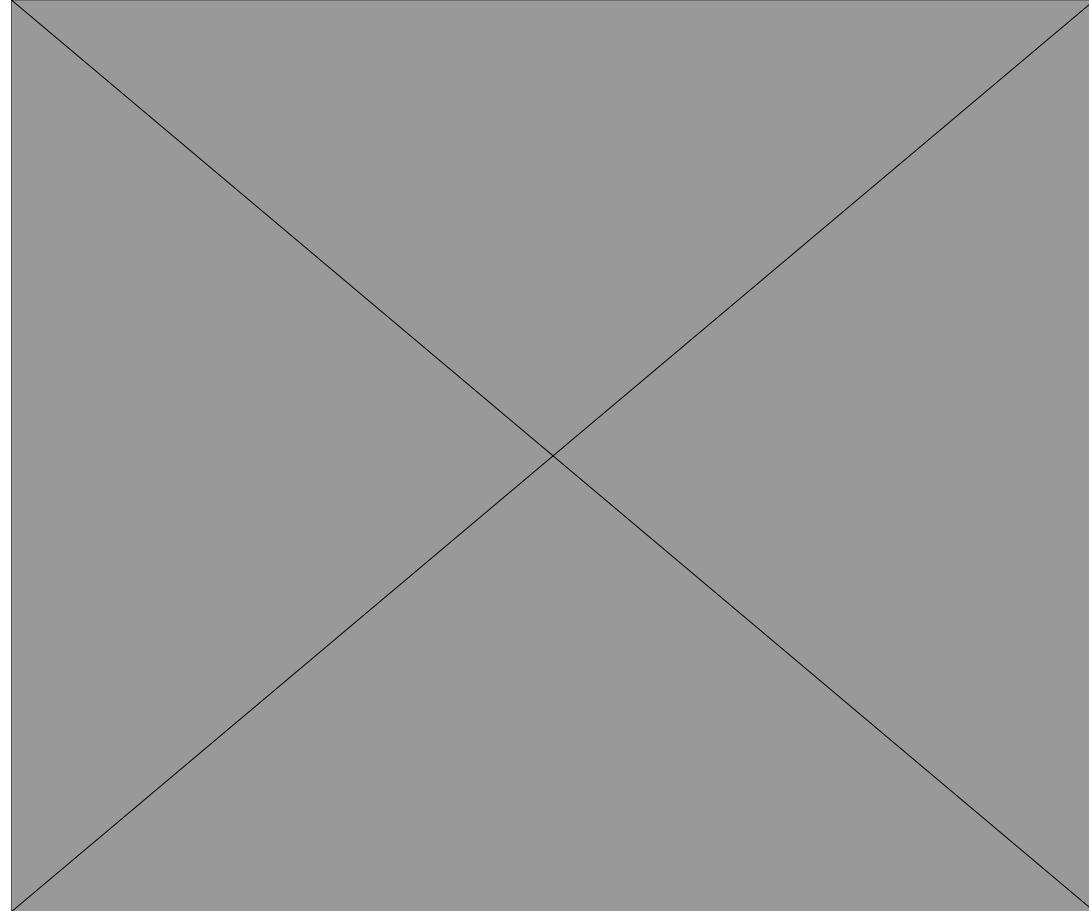
- Trend Micro logo should align the right side of footer
- Size: 93 x 93 px.

Push Button Text

- Font type: Segoe UI Regular, 12px, center align with button.

Push Button Text Color

- Normal & focus: RGB (70, 70, 70) with 1px below white shadow.
- Hover & pressed: RGB (20,20,20) with 1px below white shadow.
- Disabled: RGB (140,140,140) with 1px below 50% white shadow.
- States:



Side Nav Specifications Style 3

Trend Micro Logo

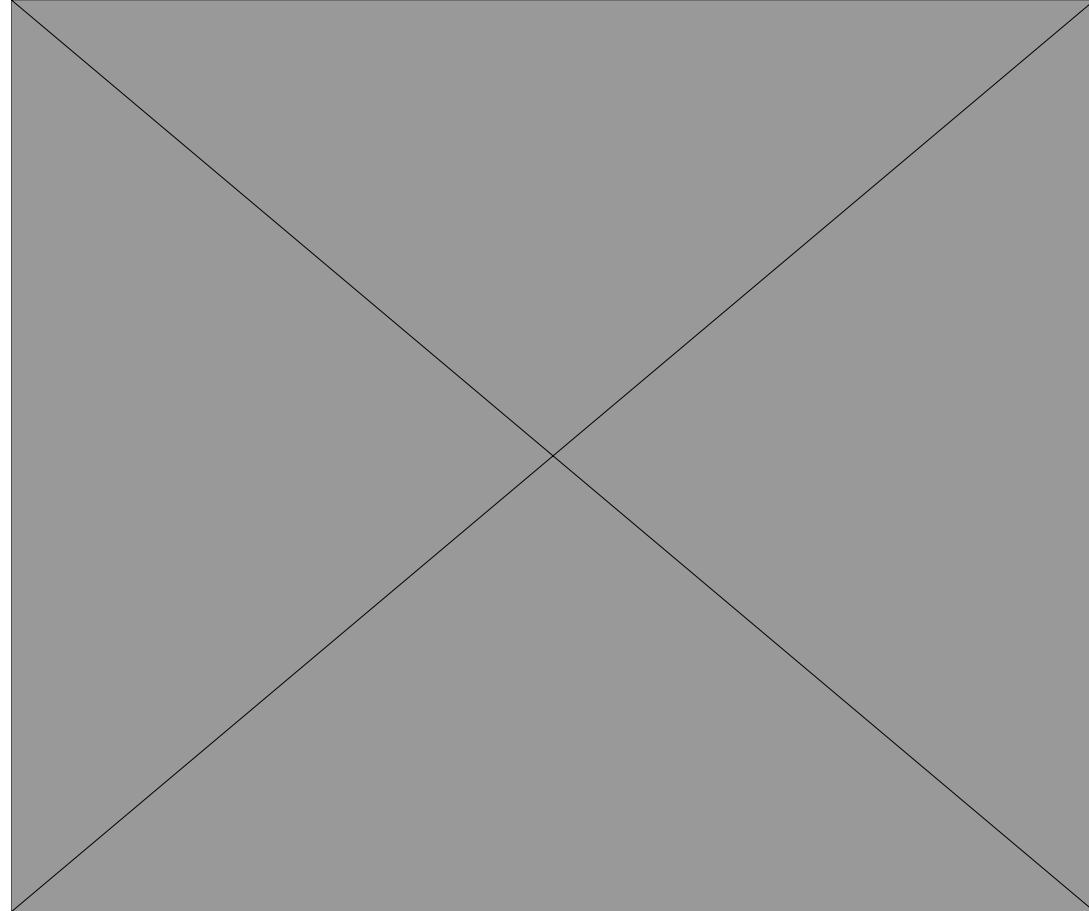
- Trend Micro logo should align the right side of footer
- Size: 93 x 93 px.

Push Button Text

- Font type: Segoe UI Regular, 12px, center align with button.

Push Button Text Color

- Normal & focus: RGB (70, 70, 70) with 1px below white shadow.
- Hover & pressed: RGB (20,20,20) with 1px below white shadow.
- Disabled: RGB (140,140,140) with 1px below 50% white shadow.
- States:



Side Nav Specifications Style 4

Trend Micro Logo

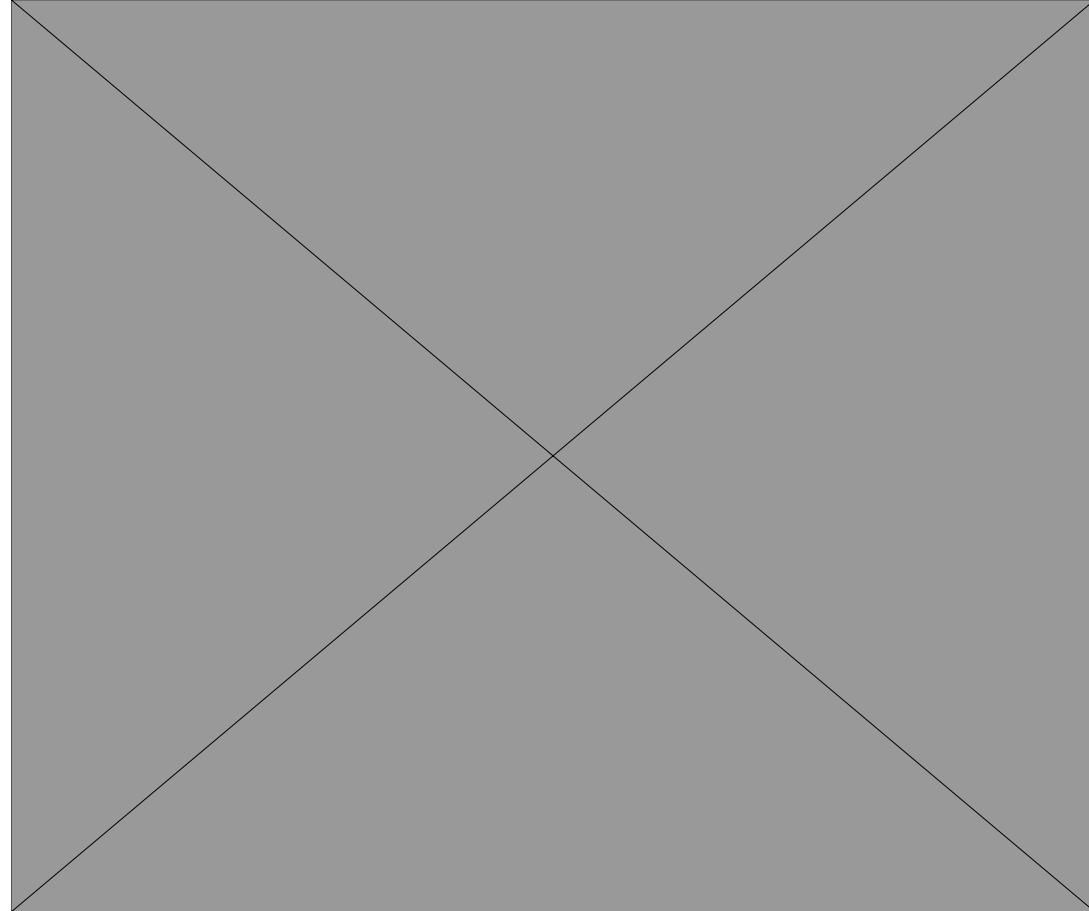
- Trend Micro logo should align the right side of footer
- Size: 93 x 93 px.

Push Button Text

- Font type: Segoe UI Regular, 12px, center align with button.

Push Button Text Color

- Normal & focus: RGB (70, 70, 70) with 1px below white shadow.
- Hover & pressed: RGB (20,20,20) with 1px below white shadow.
- Disabled: RGB (140,140,140) with 1px below 50% white shadow.
- States:



8. Pagination

A button always contains text, but does not always contain a icon. Every button should have the following 4 states: Normal, Hover, Activate, Disable.

Use the default button in general status.
It is recommended to use the primary button if there is important action.

Common Components

8. Icons

A button always contains text, but does not always contain a icon. Every button should have the following 4 states: Normal, Hover, Activate, Disable.

Use the default button in general status.
It is recommended to use the primary button if there is important action.

For More Information

Web guidelines are suggestions for designing but compulsive rules. There is a wide range of defining specific website according to various requirements.

The page template and its associated guidelines create a visual framework that make the consumer websites consistent. The following pages outline the structure, including a design grid that affords flexible layout options.