

DAM DIGITAL

A photograph of a young man with light brown hair and a beard, smiling and looking down at his smartphone. He is wearing a grey zip-up hoodie over a white t-shirt and blue jeans. The background is a blurred outdoor setting with other people.

TALK HOME WEBSITE INTERACTION GUIDELINES



23RD MAY 2017

GENERAL EXPERIENCE - LOOK AND FEEL

- Transitions must ease in and out smoothly including navigation, button & text link rollovers and content transitions. Specific colours and styling as per designs and additional image guide.

EXAMPLES

- <https://www.crisis.org.uk/>
- <http://admissionado.com/>
- <https://www.cosmos.co.uk/destinations/africa/>

- Scaling of block colour backgrounds and hero photography bleeds fully to edges [width only] on all device sizes. Cropping as per designs
- The arrival of content [where appropriate] while scrolling should appear after the initial page load. Elements ease onto the page individually opposed to being present as a block.

EXAMPLES

- <http://themenectar.com/demo/salient-app/#discover>
- <https://www.crisis.org.uk/about-us/media-centre/>

BUTTONS AND LINKS

NOTES FOR INTERACTIVE UI ELEMENTS [BUTTONS, TABS AND LINKS]

The following pages show visuals from the designs outlining the colour references and styling for the '**ROLLOVER**' and '**ON**' states for all Talk Home buttons, tabs and links.

- All OFF states are as per the PSDs and most of the interactive states are also on the PSDs.
- Be mindful that modules with copy and images should all be clickable [ie the cursor should change to the finger pointing icon] even though it is only the button or link that visibly changes
- All the Talk Home forms have been designed with active states, error messages and interactions on the PSDs and are not included here. An example for active form fields: <https://ticket.gatwickexpress.com/search>
- All text links must have a high contrast on / over state



Mobile

Mobile APP

Calling card

Help

Top up

Basket

Log in

Plans

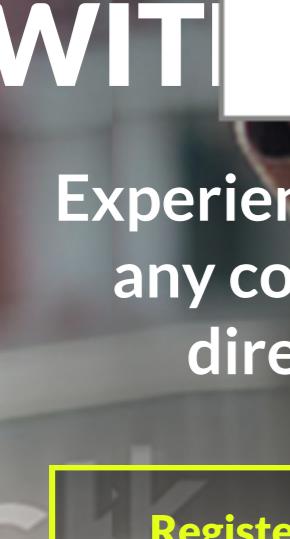
Rates

Register now

Order SIM

Sub navigation ON state
Eases in and out top to bottom

Copy OFF = #ffffff
Copy ON = #262194
Band = #4ad1ed



Mobile

Mobile APP

Calling card

Help

Top up

Basket [1]

My account

Primary navigation rollover
and ON state

Copy and icon rollovers fade in and out
= 100% #262194
Indicator = Triangle fades in #4ad1ed

Global navigation rollover
and ON state

Copy and icon rollovers fade in and out
= 100% #262194

WIT

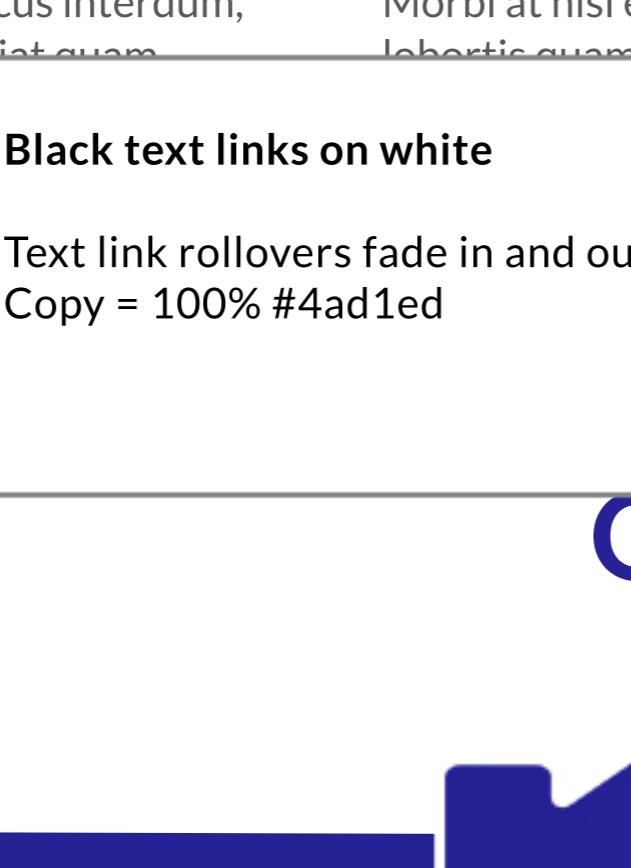
Experience the freedom of calling
any country anytime you like,
direct from your mobile.

Register now

Order free SIM

Solid buttons on photography

Button rollovers fade in and out
Solid = 40% opacity black [#000000]
Copy = 100% button's solid colour
Stroke = 100% button's solid colour



Solid green buttons on light background

Button rollovers fade in and out
Solid = 100% background colour
Copy = 100% black [#000000]
On a dark background 100% [#ffffff]
Stroke = 100% button's solid colour

Campaign

Morbi at nisl est. Nunc id lacus interdum,
lobortis quam sodales, feugiat quam. Fusce
mollis lacus eget ligula dictum, in aliquet
libero dapibus. Donec sed urna vestibulum
diam viverra ornare. Donec congue eget arcu
quis sagittis. Fusce non lectus eget metus
commodo pulvinar. Nunc sit amet ex eget
nunc commodo tempus.

Find out more



Talk Home Mobile Sim

Morbi at nisl est. Nunc id lacus interdum,
lobortis quam sodales, feugiat quam.
Fusce mollis lacus eget ligula dictum, in aliquet
libero dapibus. Donec sed urna vestibulum
diam viverra ornare. Donec congue eget arcu
quis sagittis. Fusce non lectus eget metus
commodo pulvinar. Nunc sit amet ex eget
nunc commodo tempus.

Find out more



Talk Home Mobile App

Morbi at nisl est. Nunc id lacus interdum,
lobortis quam sodales, feugiat quam.
Fusce mollis lacus eget ligula dictum, in aliquet
libero dapibus. Donec sed urna vestibulum
diam viverra ornare. Donec congue eget arcu
quis sagittis. Fusce non lectus eget metus
commodo pulvinar. Nunc sit amet ex eget
nunc commodo tempus.



Talk Home Calling cards

Morbi at nisl est. Nunc id lacus interdum,
lobortis quam sodales, feugiat quam.
Fusce mollis lacus eget ligula dictum, in aliquet
libero dapibus. Donec sed urna vestibulum
diam viverra ornare. Donec congue eget arcu
quis sagittis. Fusce non lectus eget metus
commodo pulvinar. Nunc sit amet ex eget
nunc commodo tempus.

Find out more

Offers

£5
FREE CREDIT

Free credit when
you transfer

10%
FREE CREDIT

Everytime you
top up

FREE
CREDIT

When calling Talk
Home numbers

Why choose us?

Morbi at nisl est. Nunc id lacus interdum,
lobortis quam sodales, feugiat quam. Fusce
mollis lacus eget ligula dictum, in aliquet
libero dapibus. Donec sed urna vestibulum
diam viverra ornare. Donec congue eget arcu
quis sagittis. Fusce non lectus eget metus
commodo pulvinar. Nunc sit amet ex eget
nunc commodo tempus.

Find out more

Need a top up?

Morbi at nisl est. Nunc id lacus interdum,
lobortis quam sodales, feugiat quam. Fusce
mollis lacus eget ligula dictum, in aliquet
libero dapibus. Donec sed urna vestibulum
diam viverra ornare. Donec congue eget arcu
quis sagittis. Fusce non lectus eget metus
commodo pulvinar. Nunc sit amet ex eget
nunc commodo tempus.

Find out more

How can we help?

Morbi at nisl est. Nunc id lacus interdum,
lobortis quam sodales, feugiat quam. Fusce
mollis lacus eget ligula dictum, in aliquet
libero dapibus. Donec sed urna vestibulum
diam viverra ornare. Donec congue eget arcu
quis sagittis. Fusce non lectus eget metus
commodo pulvinar. Nunc sit amet ex eget
nunc commodo tempus.

Find out more

White text links and social icons
on black [dark backgrounds]

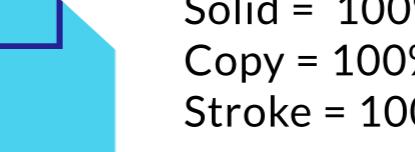
Rollovers fade in and out
= 100% #4ad1ed

Legal Regulatory

Terms & conditions

Privacy Policy

Follow us on:



View UK and international plans

Tab rollover
Tab rollovers fade in and out
Tab = #c9f6ff
Copy = 100% #262194 [No change]

UK and international plans

Filter by: All Calls & Text Calls & Data Calls only Data only

Sort by: Most popular

Next

Previous

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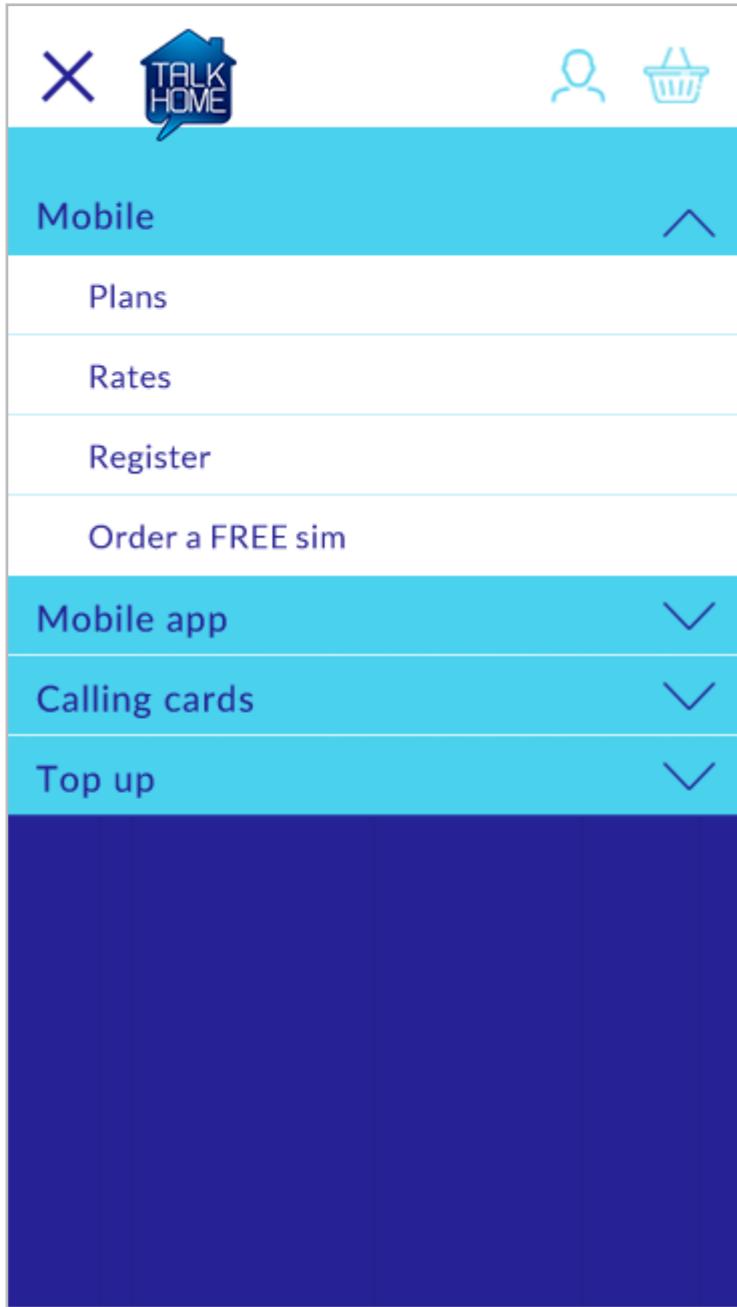
119

MOBILE SPECIFIC UI ELEMENTS

This is for visual reference only. All guides [colours, fonts and sizes are as per the PSDs].

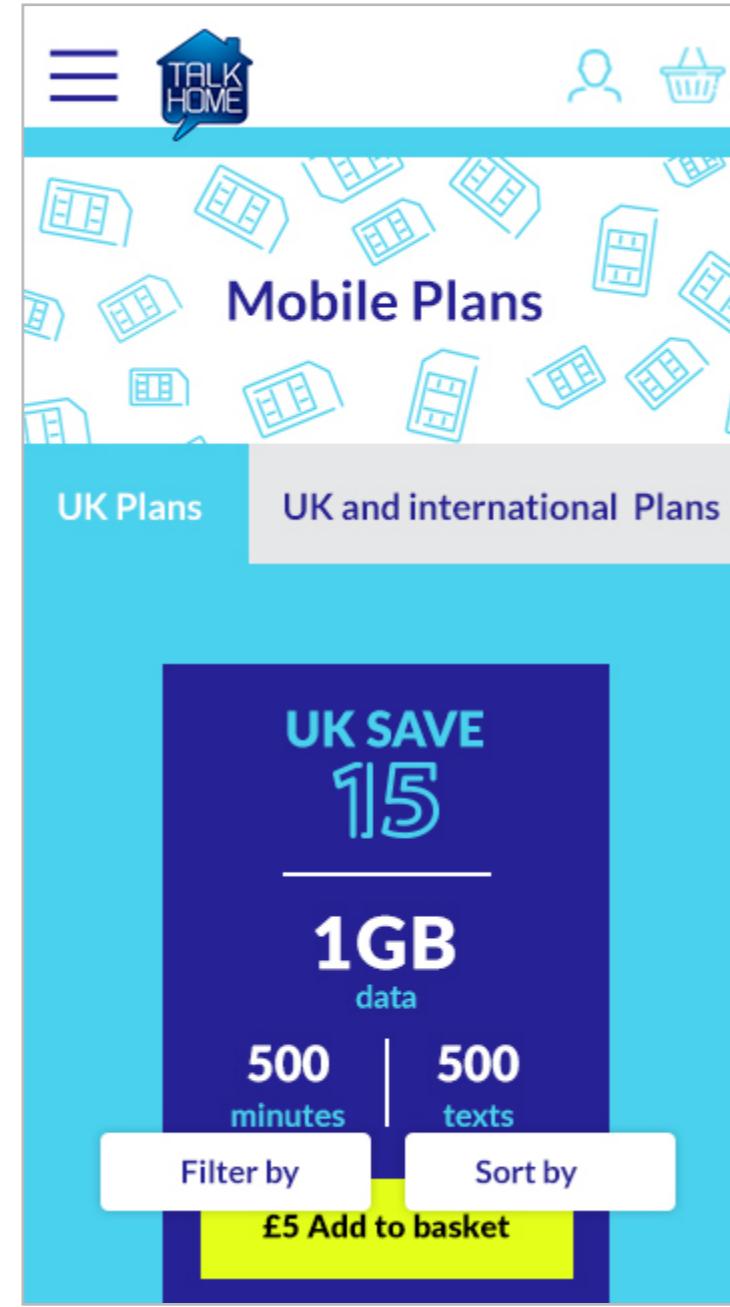
MOBILE NAVIGATION

Eases in quickly from top to bottom



FILTERS OFF

Example: Air BnB



FILTERS ON

Filter options take over

