

UX GUIDE

NOVEMBER 2, 2015

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0.1

COLOURS

We'll apply Kobo's global colour palette to all of our platforms.

0.1

Colour palette; cool



R0 G168 B206
HEX 00A7CE

R51 G185 B216
HEX 33B9D8

R102 G202 B226
HEX 66CAE2

R153 G220 B235
HEX 99DCEB

R204 G237 B245
HEX CCEDF5



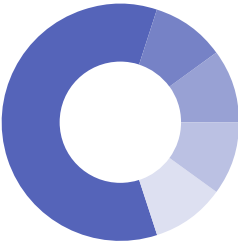
R30 G150 B145
HEX 1E9691

R75 G170 B167
HEX 4BAAA7

R120 G191 B189
HEX 78BFBD

R165 G213 B211
HEX A5D5D3

R210 G234 B233
HEX D2EAE9



R85 G100 B185
HEX 5564B9

R118 G130 B198
HEX 7682C6

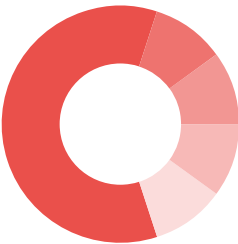
R152 G161 B212
HEX 98A1D4

R187 G193 B227
HEX BBC1E3

R221 G224 B241
HEX DDE0F1

0.1

Colour palette; hot



R235 G80 B75
HEX EA504B

R238 G115 B111
HEX EE736F

R242 G150 B147
HEX F29693

R247 G185 B183
HEX F7B9B7

R251 G220 B219
HEX FBDCDB



R245 G110 B50
HEX F56E32

R247 G138 B90
HEX F78A5A

R249 G167 B131
HEX F9A783

R251 G197 B173
HEX FBC5AD

R253 G226 B214
HEX FDE2D6



R250 G160 B0
HEX FAA000

R250 G178 B51
HEX FAB233

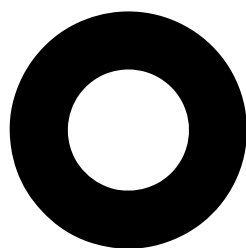
R251 G197 B102
HEX FBC566

R253 G217 B153
HEX FDD999

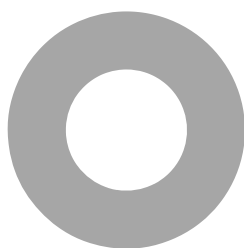
R254 G236 B204
HEX FEECCC

0.1

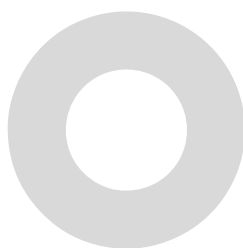
Greyscale palette; EPD



■ 100% BLACK
R0 G0 B0
HEX 000000



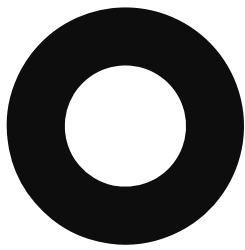
■ 35% BLACK
R166 G166 B166
HEX A6A6A6



■ 15% BLACK
R216 G216 B216
HEX D8D8D8

0.1

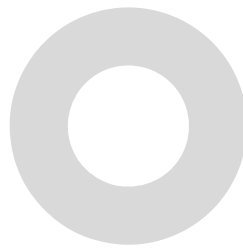
Greyscale palette; Web & Apps



■ 95% BLACK
R13 G13 B13
HEX 0D0D0D



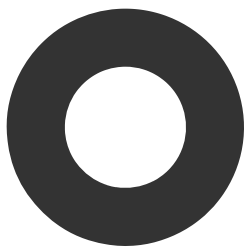
■ 65% BLACK
R89 G89 B89
HEX 595959



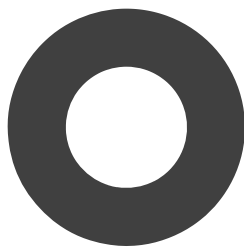
■ 15% BLACK
R216 G216 B216
HEX D8D8D8



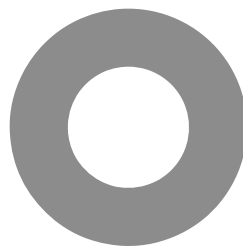
■ 7% BLACK
R237 G237 B237
HEX EDEDED



■ 80% BLACK
R51 G51 B51
HEX 333333



■ 75% BLACK
R64 G64 B64
HEX 404040



■ 45% BLACK
R140 G140 B140
HEX 8C8C8C

0.2

ICONS

Icons will evolve to use simpler and cleaner forms.

0.2

Simple lines



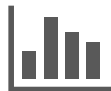
For most resolutions, a primary stroke of 2px is recommended.

Inner detail



A secondary stroke of 1px can be used to add inner details.

Exceptions



A solid fill can be used in cases where an outline simply does not work.

0.2

Icon examples



0.3

BUTTONS

Buttons will be flat with sharp corners. Teal is reserved for purchasing. But blue, grey and white are also available.

0.3

Front & corner radius



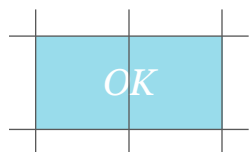
Font; serif - italic
Solid colour
Radius; square corners

Spacing



Width and height depend on resolution. (Usually 35px)
Text size depends on platform. (Usually 14px)
Padding should be equal on left and right sides. (Usually 10px)

Minimum width



Minimum width is 2x the button height.
Text is horizontally centred.

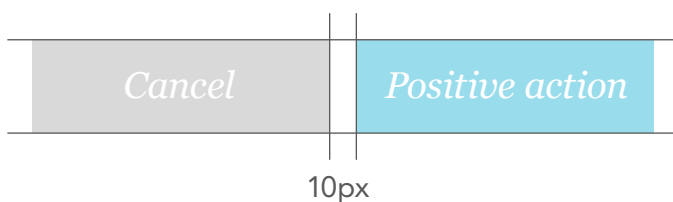
0.3

Colours & styles

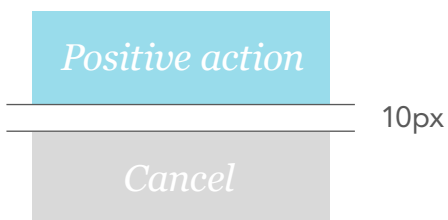
Colour	Off state	Hover/hit state; 20% black overlay
R30 G150 B145 HEX 1E9691	<div>Purchase</div>	<div>Purchase</div>
DEFAULT BUTTON R0 G168 B206 HEX 00A7CE	<div>Positive action</div>	<div>Positive action</div>
TEXT R30 G150 B145 HEX 1E9691	BACK R210 G234 B233 HEX D2EAE9	
	<div>Secondary purchase</div>	<div>Secondary purchase</div>
TEXT R0 G168 B206 HEX 00A7CE	BACK R204 G237 B245 HEX CCEDF5	
	<div>Secondary positive</div>	<div>Secondary positive</div>
45% BLACK R140 G140 B140 HEX 8C8C8C	<div>Cancel</div>	<div>Cancel</div>
Greyscale	Off state	Hit state; 100% black
DEFAULT BUTTON 15% BLACK R216 G216 B216 HEX D8D8D8	<div>Purchase</div>	<div>Purchase</div>
	<div>Positive action</div>	<div>Positive action</div>
SECONDARY BUTTON R255 G255 B255 HEX FFFFFFFF	<div>Cancel</div>	<div>Cancel</div>

0.3

Grouping



Horizontally with equal widths.
Spacing should be consistent.
(Usually 10px)



Vertically with equal widths.
Spacing should be consistent.
(Usually 10px)

0.4

COVERS

As covers are one of the most common design elements in any Kobo experience, there are a few options for styling them.

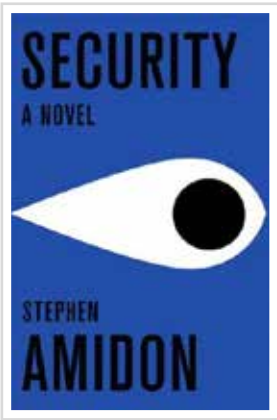
0.4

Style A; Outer border

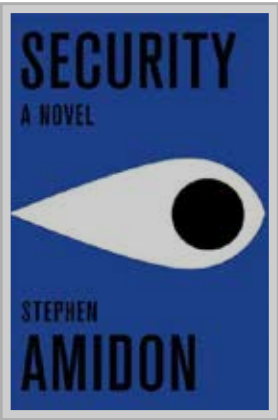
Colour

1PX BORDER
3PX PADDING
15% BLACK
R216 G216 B216
HEX D8D8D8

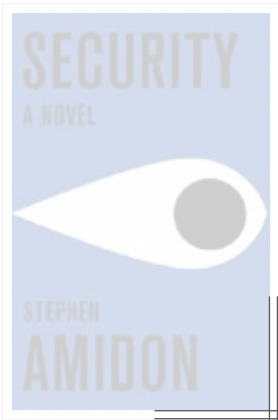
Off state



Hover/hit state;
20% black overlay



Padding

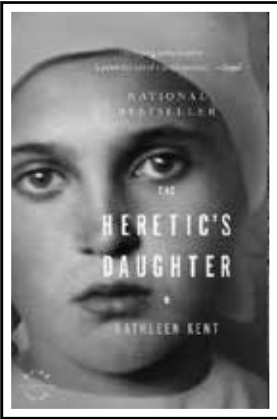


3px
3px

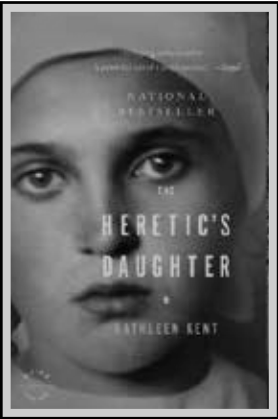
Greyscale

1PX BORDER
3PX PADDING
100% BLACK
R0 G0 B0
HEX 000000

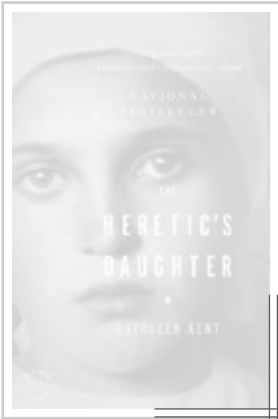
Off state



Hover/hit state;
20% black overlay



Padding



3px
3px

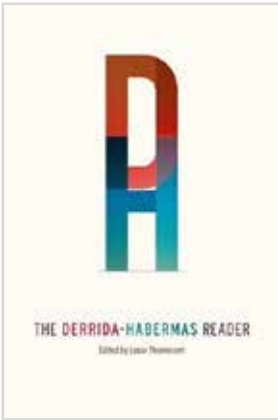
0.4

Style B; Outline

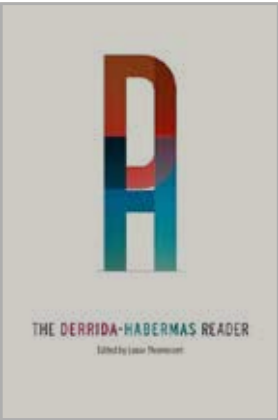
Colour

1PX BORDER
15% BLACK
R216 G216 B216
HEX D8D8D8

Off state



Hover/hit state;
20% black overlay



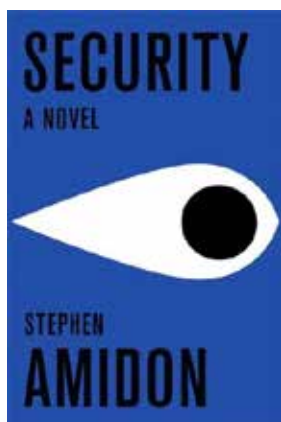
0.4

Style C; Dropshadow

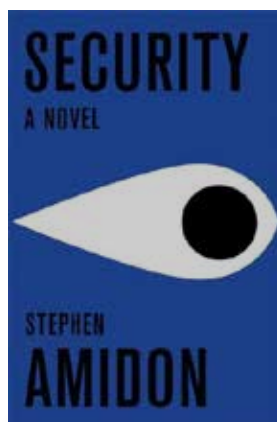
Colour

USED FOR SINGLE OR
SMALL GROUPS OF
FEATURED COVERS.

Off state



Hover/hit state;
20% black overlay



0.4

Cover badging

Colour

Off state

Hit state;
20% black overlay

Padding

PLACEMENT - BOTTOM
RIGHT CORNER

5PX PADDING



Greyscale

Off state

Hit state;
20% black overlay

Padding

PLACEMENT - BOTTOM
RIGHT CORNER

5PX PADDING



0.5

TYPOGRAPHY

The first step towards
typographic consistency is
aligning when and where we use
serif vs. sans, regular vs. italic,
and sentence case vs. all-caps.

0.5

Basics; Colour

SANS - CAPS
65% BLACK
R89 G89 B89
HEX 595959

META DATA LEVELS

SERIF - REG
95% BLACK
R13 G13 B13
HEX 0D0D0D

Header levels

SERIF - ITALIC
65% BLACK
R89 G89 B89
HEX 595959

Sub header levels

SANS - ITALIC
R0 G168 B206
HEX 00A7CE

Primary link levels

SANS - ITALIC
45% BLACK
R140 G140 B140
HEX 8C8C8C

Secondary link levels

SANS - REG - BOLD
65% BLACK
R89 G89 B89
HEX 595959

Price \$12.99 levels

SANS - REG
65% BLACK
R89 G89 B89
HEX 595959

Body text levels. Lorem ipsum dolor sit amet, con
sectetur adipiscing 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.

0.5

Basics; Greyscale

SANS - CAPS
65% BLACK
R89 G89 B89
HEX 595959

META DATA LEVELS

SERIF - REG
100% BLACK
R0 G0 B0
HEX 000000

Header levels

SERIF - ITALIC
65% BLACK
R89 G89 B89
HEX 595959

Sub header levels

SANS - ITALIC
100% BLACK
R0 G0 B0
HEX 000000

Primary link levels

SANS - ITALIC
100% BLACK
R0 G0 B0
HEX 000000

Secondary link levels

SANS - REG
100% BLACK
R0 G0 B0
HEX 000000

Body text levels. Lorem ipsum dolor sit amet, consectetur adipiscing 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.

0.5

Type family; Web

Georgia - Regular

Georgia - Italic

Trebuchet - Regular

Trebuchet - Italic

Trebuchet - Bold

Type family; EPD

Georgia - Regular

Georgia - Italic

Avenir 45 Book - Regular

Avenir 45 Book - Italic

0.5

Type family; Apps

IOS

Georgia - Regular

Georgia - Italic

Avenir 45 Book - Regular

Avenir 45 Book - Italic

ANDROID

Droid Serif - Regular

Droid Serif - Italic

Roboto - Regular

Roboto - Italic

WINDOWS

Segoe UI - Regular

Segoe UI - Light

Segoe UI - Semibold

0.6

PRODUCTS

All product types should be handled consistently across the Kobo service.

0.6

Style A; Dropshadow

Colour

USED FOR MARKETING
OR PROMO SHOTS.



0.6

Style B; Flat

Greyscale

USED FOR MARKETING
OR PROMO SHOTS.



0.7

FORM ELEMENTS

Form elements (such as input fields, dropdowns, and checkboxes) should function and appear consistently across the Kobo service.

0.7

Front & corner radius



Font; serif - italic
1px line and solid colour
Radius; square corners

Spacing



Width and height depend on resolution. (Usually 40px)
Text size depends on platform. (Usually 14px)
Padding should be equal on left and right sides of text. (Usually 15px)
Padding should be 10px to the right of chevron.

Minimum width



Minimum width is 2x the button height.
Text is horizontally centred.


0.7

Input fields; Search

Colour



SERIF - ITALIC
1PX BORDER
15% BLACK
R216 G216 B216
HEX D8D8D8

Off state

Search by title, author, category, or ISBN

Active state

SERIF - REG
1PX BORDER
R0 G168 B206
HEX 00A7CE

The Hunger Games

Greyscale

SERIF - ITALIC
1PX BORDER
100% BLACK
R0 G0 B0
HEX 000000

Off state

Search by title, author, category, or ISBN

Active state

SERIF - REG
2PX BORDER
100% BLACK
R0 G0 B0
HEX 000000

The Hunger Games

0.7

Input fields; Text

Colour

SERIF - ITALIC
1PX BORDER
15% BLACK
R216 G216 B216
HEX D8D8D8

Off state

Address

Active state

SERIF - REG
1PX BORDER
R0 G168 B206
HEX 00A7CE

1790 Jackson | 

Greyscale


SERIF - ITALIC
1PX BORDER
100% BLACK
R0 G0 B0
HEX 000000

Off state

Address

Active state

SERIF - REG
2PX BORDER
100% BLACK
R0 G0 B0
HEX 000000

1790 Jackson | 

0.7

Input fields; Dropdowns

Colour

SERIF - ITALIC
7% BLACK
R237 G237 B237
HEX EDEDED

Off state



Hover/active state; 20% black overlay

SERIF - ITALIC
7% BLACK
R237 G237 B237
HEX EDEDED



Greyscale

SERIF - ITALIC
1PX BORDER
100% BLACK
R0 G0 B0
HEX 000000

Off and active state



0.7

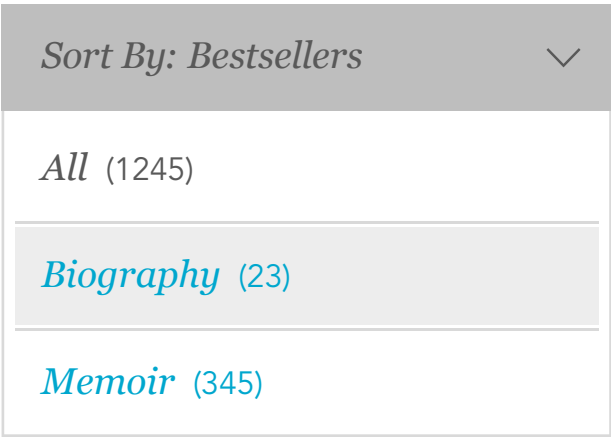
Input fields; Dropdowns

Colour

Open state

Hit/active state

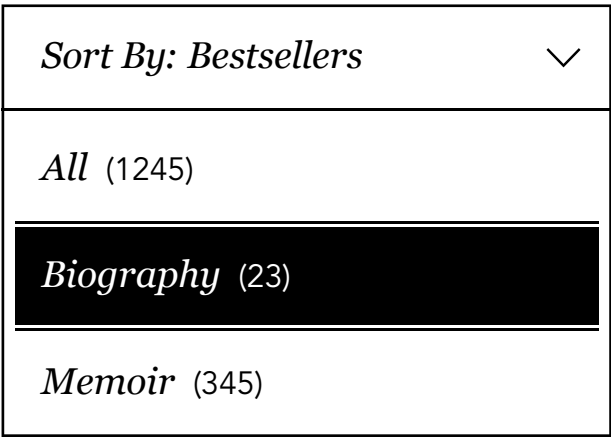
Hover state



Greyscale

Open state

Hit/active state



0.7

Input fields; Spacing

Open state



Cell heights depend on resolution.
(Usually 36px)

Hit/active state padding should be
5px from left and right of dropdown.
Also a 10px padding from the active
background.

0.8

NOTIFICATIONS

This section covers any messaging that is provided to the user, including errors, alerts, dialogs, and tool tips.

0.8

Errors & alerts

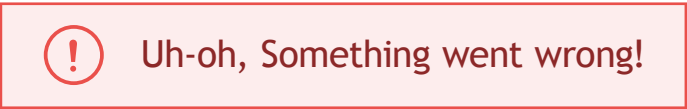
Colour

SANS - REG
R140 G40 B40
HEX 8C2828

1PX BORDER
R234 G80 B75
HEX EA504B

SOLID COLOUR
R253 G237 B237
HEX FDEDED

Errors



Width and height depend on resolution. (Usually 40px)
Text size depends on platform. (Usually 14px)
Padding should be equal on left and right sides of text. (Usually 15px)

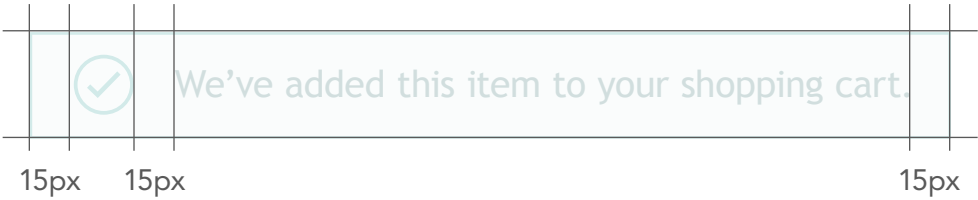
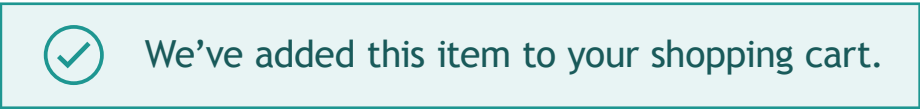
Colour

SANS - REG
R25 G90 B90
HEX 195A5A

1PX BORDER
R30 G150 B145
HEX 1E9691

SOLID COLOUR
R232 G244 B244
HEX E8F4F4

Notification



Width and height depend on resolution. (Usually 40px)
Text size depends on platform. (Usually 14px)
Padding should be equal on left and right sides of text. (Usually 15px)

0.8

Errors; Inline

Colour

Off state

SERIF - ITALIC
1PX BORDER
15% BLACK
R216 G216 B216
HEX D8D8D8

Address

Inline error state

 Uh-oh, Something went wrong!

1PX BORDER
R235 G80 B75
HEX EA504B

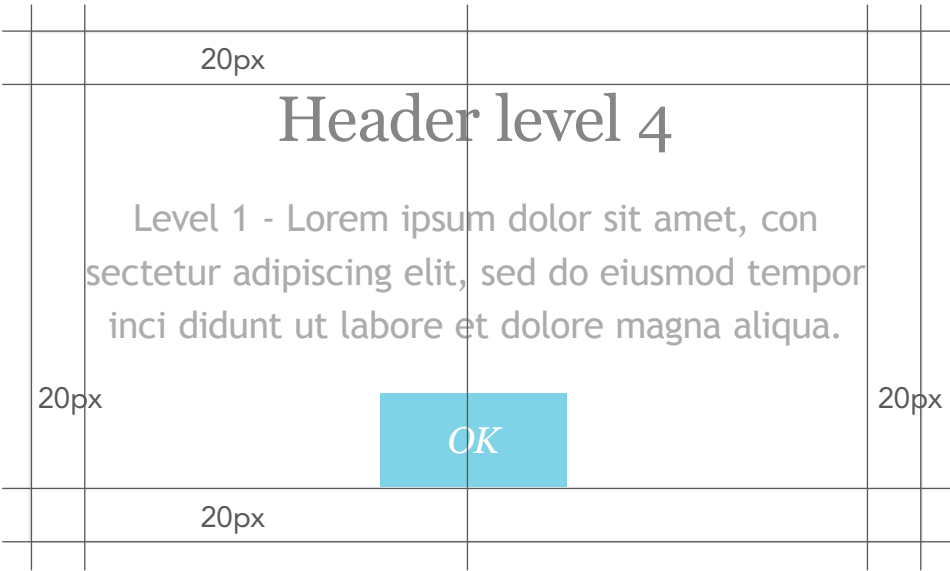
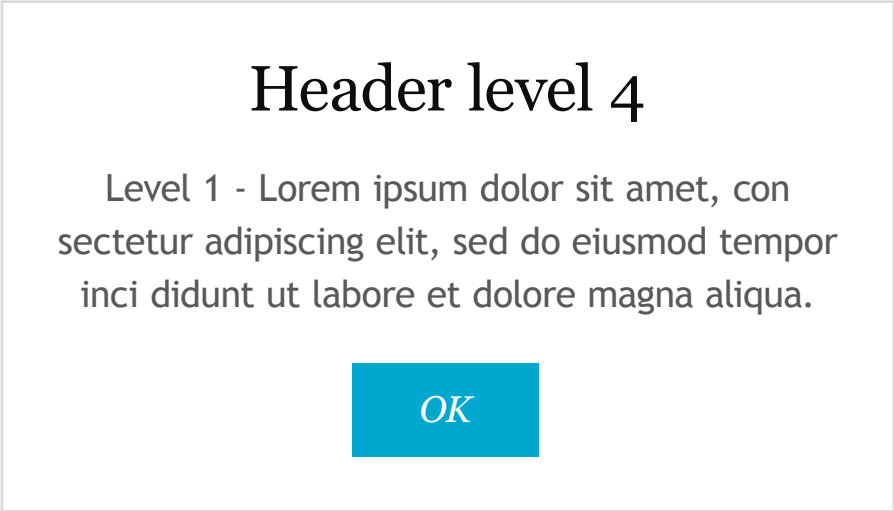
Address

0.8

Dialogs; Colour

1PX BORDER
15% BLACK
R216 G216 B216
HEX D8D8D8

CONTENT - CENTRED
20PX PADDING



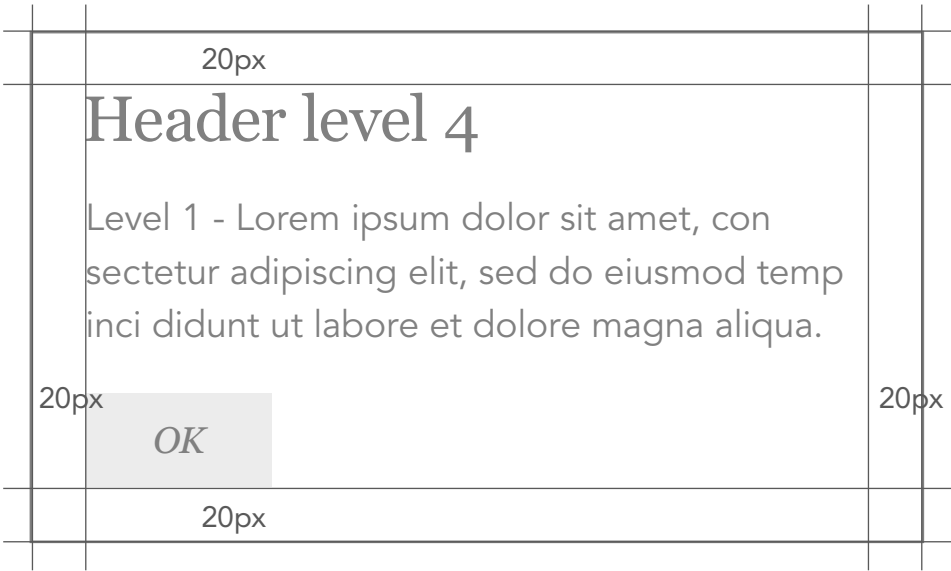
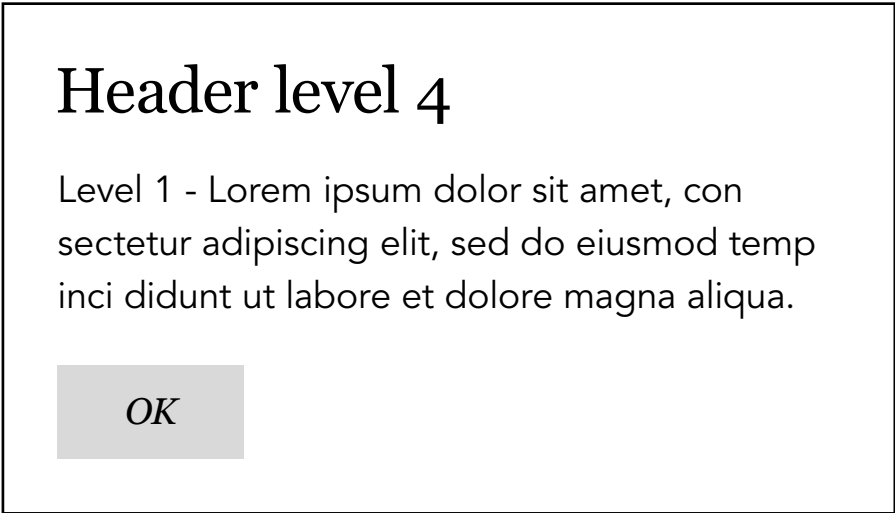
Width and height depend on resolution.
Text size depends on platform.
Padding should be equal on all sides. (Usually 20px)

0.8

Dialogs; Greyscale

1PX BORDER
100% BLACK
R0 G0 B0
HEX 000000

CONTENT - LEFT ALIGNED
20PX PADDING



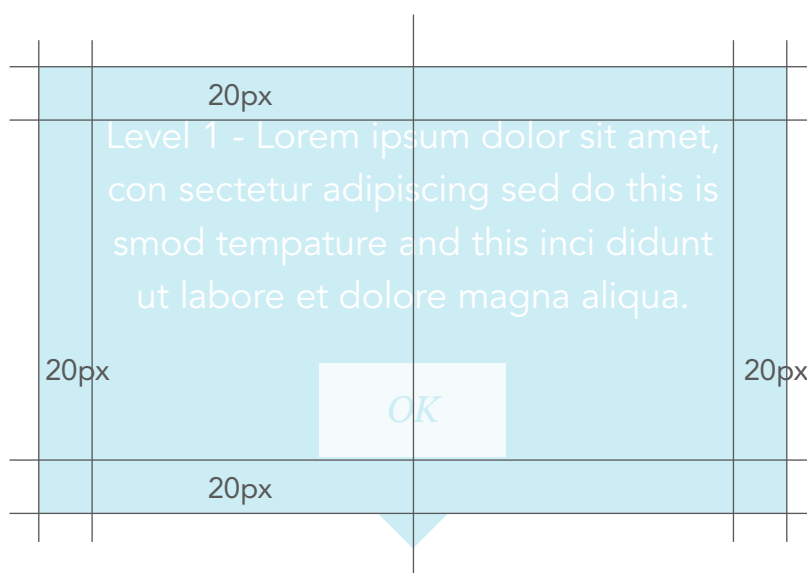
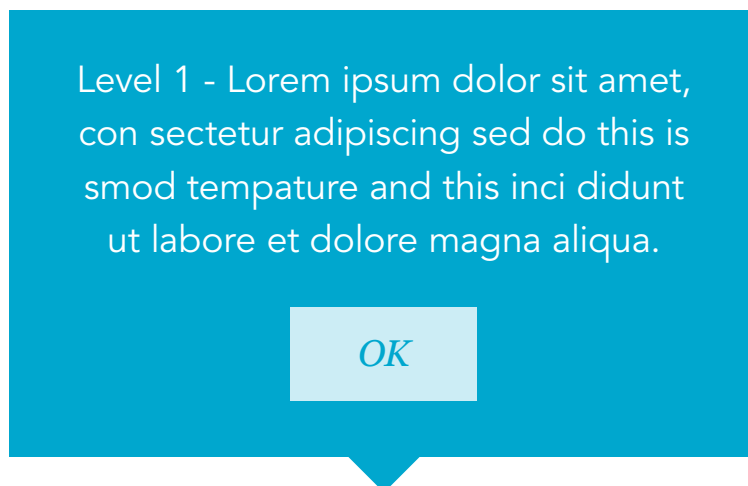
Width and height depend on resolution.
Text size depends on platform.
Padding should be equal on all sides. (Usually 20px)

0.8

Tool tips; Colour

SOLID COLOUR
R0 G168 B206
HEX 00A7CE

CONTENT - CENTRED
20PX PADDING



Width and height depend on resolution.
Text size depends on platform.
Padding should be equal on all sides. (Usually 20px)

0.9

ACCESSIBILITY

This section covers focus treatments on elements when a user tabs through the website with their keyboard.

0.9

Default focus treatment

DEFAULT FROM
BROWSER

#138 in *Mystery & Suspense, Thrillers*

#153 in *Fiction & Literature, Thrillers*

DEFAULT FROM
BROWSER

Purchase

DEFAULT FROM
BROWSER



The default treatment will be from the browser, usually the blue border.

This treatment should include; the Kobo logo, icons, buttons, text links, book covers, and all other images that are links.

0.9

Other focus treatment


NAVIGATION HOVER
TREATMENT

Apps & eReaders  *Gift Cards*

TAG HOVER
TREATMENT

Fiction & Literature *Romance*

DROPDOWN HOVER
TREATMENT

Sort By: Bestsellers 

All (1245)

Biography (23)

Memoir (345)

All other treatments will be the hover or hit state of the element.

This treatment should include; navigation links, sub-navigation links, tags, search, and custom dropdowns.