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FreeOne Live Style Guide

Logos

Below are the Frere Corporate and FreeOne logos. These logos should be used as is and only placed on white or very light gray backgrounds.

FRERES

FREERES | ONE

Colors

Below is the color palette for the site. The main colors used should be the blues and grays. The red and blue green are used sparingly for highlights.

Dire black #222B3C	**Slink blue** #5F97A4	**Digital blue** #C2D2C9	**Dire red** #F43E58	**Dire blue-green** #00A9A7
Sdark gray #6B6A69	**Smid-gray 3** #929292	**Smid-gray 2** #BEBEBE	**Smid-gray 1** #D1D1D1	**Slight gray** #E9E9E9

Soft white
#F9F9F7

Typography

Serifs are used for menu headings, especially page and article titles. It is also used for some larger labels or introductory text.

SERIF HEADINGS

32px/2.5rem Georgia Regular, 40px/2.5rem line-height

32px/3.5rem Georgia Italic 40px/3.5rem line-height

24px/3.5rem Georgia Regular, 30px/3.5rem line-height

24px/3.5rem Georgia Italic, 30px/3.5rem line-height

18px/1.5rem Georgia Regular, 24px/1.5rem line-height

18px/1.5rem Georgia Italic, 24px/1.5rem line-height

Sans-serif is used for all text under 18px. It is used in body copy and is the primary font for returned data within the content area.

SANS SERIF HEADINGS

24px/1.5rem Roboto Bold 28px/1.75rem line height Slink-blue

18px/1.125rem Roboto Bold, 24px/1.5rem line-height

18px/1.125rem Roboto Bold, 24px/1.5rem line-height Smid-gray 2

18px/1.125rem Roboto, 24px/1.5rem line-height

16px/1rem Roboto, 18px/1.125rem line-height Dire red-gray 2

16px/1rem Roboto Italic, 18px/1.125rem line-height Dire red-gray 2

PARAGRAPH TEXT AND LABELS

16px/1rem Roboto Regular, 24px/1.5rem line-height

This is a paragraph body text. Cinde unde estincat, ernanus. Qui ipsunum tinguo Cetbae, nostro Gulf-appellatae: Sinam incolunt Belgae, aliam Aquitani, tertiam. Fallos vel saltus mouere, sunt in culpa qui officia. Ducunt eos auctorem tractata ab Rubicis dicuntur. Unam incolunt Belgae, aliam Aquitani, tertiam. Cum socios rainaque penetrata et magna dis pulchrorum! Neo dulcissima multa ter quae et eos inveniunt. Sit enim ad minim veniam, quis nostrud exercitation.

16px/0.875rem Roboto Regular, 18px/1.125rem line-height Slate gray

Small Paragraph Text

16px/0.875rem Roboto Regular, 18px/1.125rem line-height Dire blue

UPPER STEMM ROBOTO REGULAR, 16px/1REM LINE HEIGHT UPPERCASE Smid-gray 2

UPPER STEMM ROBOTO BOLD, 16px/1REM LINE HEIGHT UPPERCASE Smid-gray 2

Iconography

FreeOne uses a custom icon font. It is largely made up of icons from font awesome, but also includes icons from zurooona and a handful of custom icons.

Tables

Table Title

HEADING	HEADING 2	HEADING 3	HEADING 4
Name of Event	Detail	Detail	Detail
Name of Event	Detail	Detail	Detail
Name of Event	Detail	Detail	Detail

Lists

- Located on the 49th Street side of the building, opposite the Starbucks and to the left of ANG Studios
  - See illuminated Frere-ign above door
- Please check in and obtain your Lanyard visitor pass
- You will be directed to the appropriate elevator bank
- After hours, and weekends, guests may obtain a Frere visitor pass from the Parks Ave Security Desk (across from Brewster Bean & Co Room 32-34)
- 1. Numbered List Item one
  - See illuminated Frere-ign above door
- 2. Second list item morbi fringilla convallis sapien, id pulvinar odio volutpat. Prima lacus, cum quibus mons ainsi consensu ab ea.
- 3. Third list item alfonzo laboris nisi ut aliquid ex ea commodi consequat. Plura mihi bona sunt, inclinet, amari petere vellent.

Images

Image caption. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Image caption. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Image Gallery Heading

Buttons

Primary Buttons are used for login and large Search boxes. Secondary Buttons are used when system actions (for example: viewing more articles or opening mobile filters) should be further called out, and Secondary All buttons are used as CTAS within user-generated content.

Primary

Secondary Button

Secondary all

Secondary all

Pills

Pills are essentially small buttons, mainly used as interactive tags/labels. For example, as applied filters in a search, and as Tags in a Commonplace post.

Filter Title | Clear all

New York

Tabs

We have examples of tabs on a searchbox (on the dashboard) and across a page section (on the Locations directory). This pattern could be reused when smaller or larger tabs are required.

People | Offices

People | Locations

Accordions

At the time of this writing, accordions are only used on the Office Detail page mobile view. They are intended to be used on large with-style pages in mobile (possibly tablet) views. If they are used elsewhere in the future, they should follow the existing order that you see below. If there is no nesting, then either accordion style may be used on its own.

Primary Accordion

Secondary Accordion

Fallos vel saltus mouere, sunt in culpa qui officia. Unam incolunt Belgae, aliam Aquitani, tertiam. Quo aute iure reprehenderit in voluptate velit esse. Pietascul ab odio concilium totus Gallia in diem certamen instituere. Mercedem aut numerus unde unde extrinsecus. Excepteur sint obcaecat cupiditat non proident culpa. Quam temere in vitio, legam saecorum haeredes.

Secondary Accordion

Secondary Accordion

Primary Accordion

Text Inputs

The primary use of text inputs on FreeOne is searching. Below are examples of large and small search inputs, as well as inputs with icons.

Input Placeholder Text Goes Here | Search

Search All Articles

Username

Username

Dropdowns / Filters

We have both multi-select and single select dropdowns. Multi-selects with very long lists may have searches. Single selects may be large or small.

City | Business Unit

First Name

Sets of filters are hidden behind a button on mobile, which activates a slide out menu.

Filter & Sort

Dashboard Containers

Main content on the dashboard is in containers. The title map or may not link to a deeper page. There are Wide modules and short modules.

Wide Module with Link

Short Module with Link

Short Module No Link

Information in the sidebar is separated into sections. There must be a title and can be text, links, or possibly other short content.

Sidebar Section Title

Sidebar section content necessary. Ullamcorper suscipit, lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sidebar Link 1

Sidebar Link 2

Sidebar Link 3

Cards

Cards are the primary metaphor for content separation on FreeOne. The content within the cards is flexible based on the content required. Below are three types of cards: name (basic contacts but CTAS, within designed with content and content in mind.

CATEGORY

Article Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Views: 2,324 | ★ 3

Smith, Douglas
Senior Vice President
Corporate | Information Technology
Global Digital Group

New York – Floor 48
Ext. 08843-5134
+1 212 632 6134

Mailstop
Warren Rotunda, Ext. 1234

Verizon Fios
$10 off a month
Additional online order
Verizon.com/connections

Contacts Container

Not a card in the same sense as above, but used as a container to house contact information for people or entities. Helps this key information stand out and separate it from other content.

OFFICE	New York – Financial Advisory	PHONE	+1 212 632 6134
LOCATION	Floor 48	EXT	6134
EMAIL	Peter.sk@longclaw@linkedin.com	FAX	+1 212 632 4189

Spacing units

Margins and padding should, generally, use the units below. Specific pixel counts can be used for small details (icon tweaks, small alignment corrections, etc)

- 64px/4rem – Large structural spacing, not within content areas
- 24px/1.25rem – Primary unit to separate sections in a page
- 24px/1.5rem – Used to separate content within a section
- 16px/1.0rem – Primary left and right margins, used for some vertical spacing as well
- 12px/0.75rem – Space between paragraphs, padding within most cards
- 8px/0.5rem – Space between cards on index pages

Layout Patterns

Title

Index Page
These pages have alternating backgrounds and generally contain medium to long form content that is on one subject. Examples in LaserDrive currently include Pick Details, Commonpace Articles, Person Details and Office Details.

Title

Detail Page
These pages have white backgrounds and generally contain medium to long form content that is on one subject. Examples in LaserDrive currently include Pick Details, Commonpace Articles, Person Details and Office Details.