



# DIGITAL BRAND GUIDELINES

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## Digital Brand Guidelines

### Introduction

These guidelines have been prepared to assist with the rebrand of all digital touch points for beep n BUY.

Best practice user centric and responsive design theory has been considered throughout to create a contemporary and functional visual identity for the beep n BUY.

The correct implementation of these guidelines is essential for the performance of beep n BUY digital assets and overall consistency.

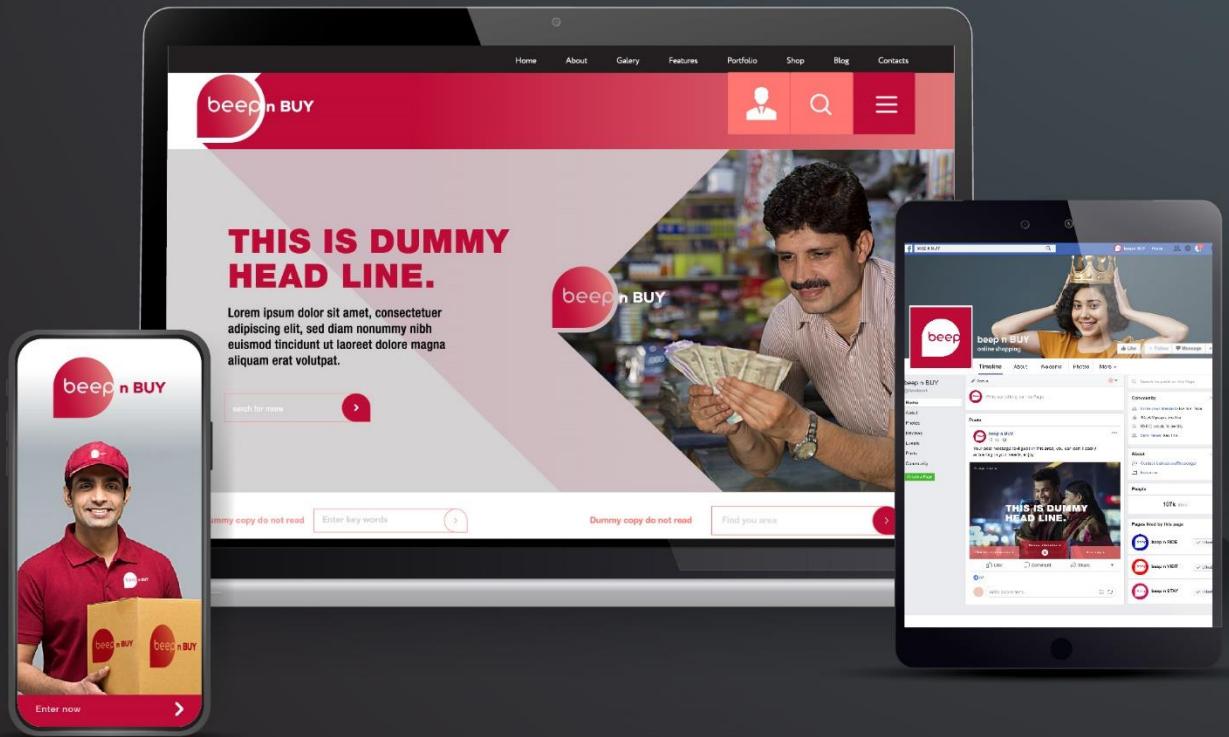
#### HOW TO USE THIS DOCUMENT

The initial sections offer prescriptive instructions on the foundations and building blocks required to change specific elements. Later sections guide with the implementation of the brand by channel and purpose.

Any queries or assistance related in the implementation of new brand assets should be directed to the Office of Marketing and Communication:

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+91 98730 68005



# 1

## FOUNDATION

- 1.1 Basic content structure
- 1.2 Vertical grid
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- 1.4 Columns and content blocks
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## 1.1 Basic content structure

### Basic content structure

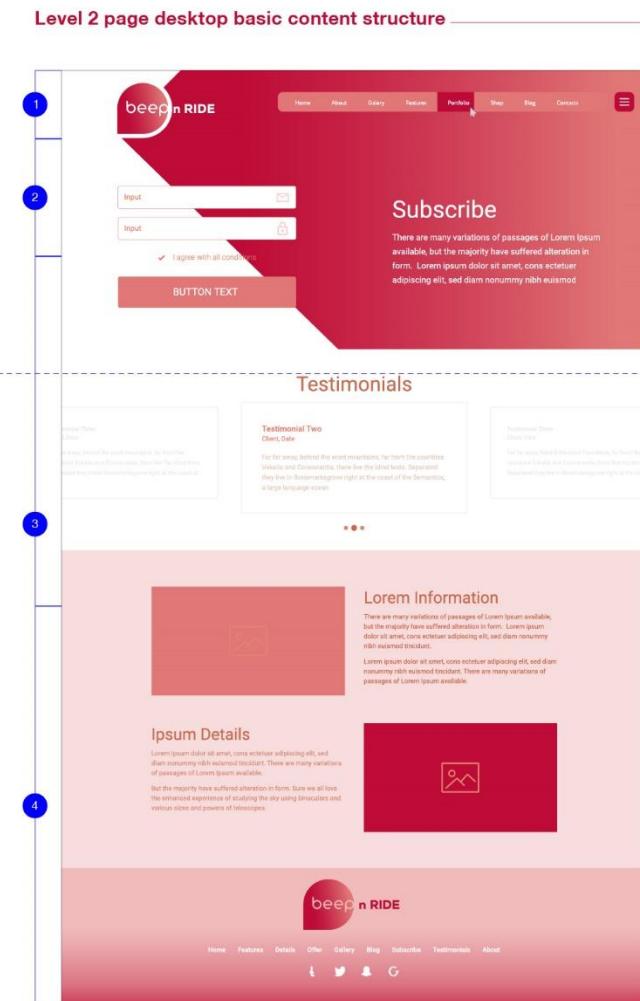
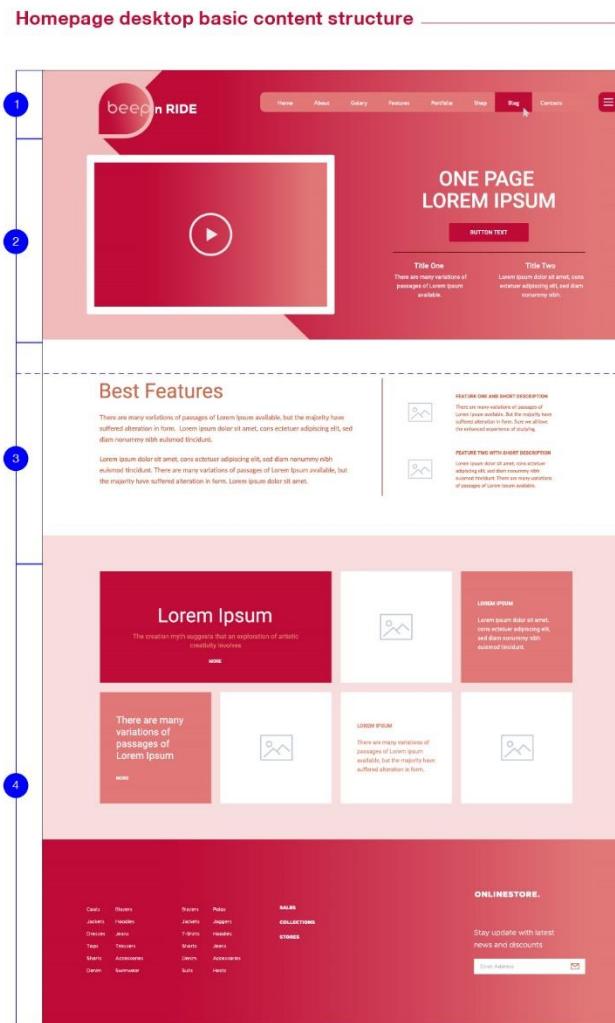
Websites created for the beep n BUY should consist of a hierachal content structure. This ensures an effective user experience with important information kept as high as possible and still allowing essential supplementary content to be accessible as the user scrolls the page.

A significant majority of users don't scroll down to see the whole page when visiting sites (especially returning visitors), so critical content (i.e. call to actions, site search) should always be 'above the fold' (visible on page load).

Critical page content should be in the top 680px of the site.

The basic content structure should consist of 4 stages:

1. Navigation
2. Promotional (A feature)
3. Content
4. Footer



## 1.2 Vertical grid

### The grid

For a contemporary and functional experience across all new websites, a responsive, mobile first fluid grid system should be implemented. This should appropriately scale up to 12 columns as the device or viewport size increases.

This allows a consistent experience for all screen sizes and gives an accessible, industry standard framework that will futureproof the build of all new websites for the beep n BUY.

To maintain website proportions, the grid is set to a max content width of 1140px with 40px (20px + 20px) column padding for desktop and 15px column padding for mobile viewports (<767px).

**Note:** While the grid for content is locked to a maximum 1140px for desktop, assets such as A features and background panel colours continue to expand with the window size to create a more contemporary and responsive layout. More details on functionality around A features can be found in section 2.16.

**Desktop grid**

**Tablet grid**

**Mobile grid**

## 1.3 Breakpoints

### Breakpoints

The grid has five defined breakpoints that allow a fluid transition between screen resolutions. When creating wireframes and designs for future sites, create 3 versions - Mobile (BP1), tablet portrait (BP3) & desktop (BP5). Designing to these breakpoints allows effective visualisation across a broad range of devices.

BP2 and BP4 can be used for optional adjustments in the front end build stage to tidy unforeseen anomalies in the designs.

### IMPORTANT:

Designing a site on a 12 column grid does NOT mean there are 12 available content columns for use. **See section 1.3** for details on how content can be used with the grid.

#### BP1 - Smartphone 320 - 599px

10px column padding.

12 columns forming 2 primary columns.

#### BP2 - Small Tablet Portrait 600 - 767px

20px column padding.

12 columns forming 2 primary columns.

#### BP3 - Tablet Portrait/Small Tablet Landscape 768 - 977px

20px column padding,

forming 12 primary columns.

#### BP4 - Small Desktop/Tablet Landscape 978 - 1139px

20px column padding,

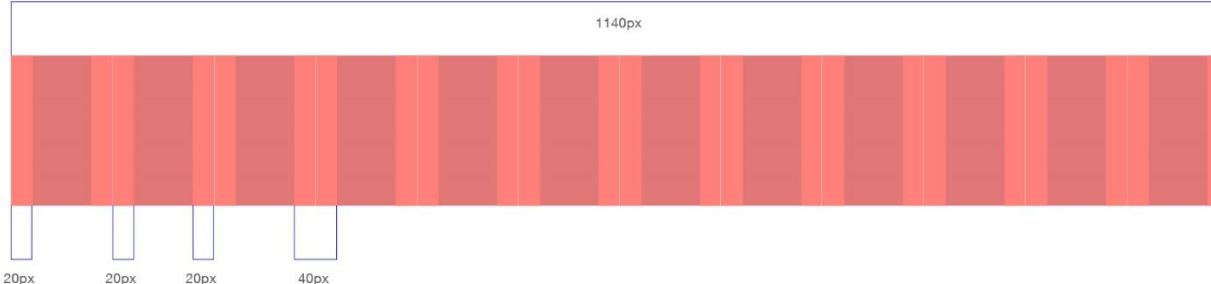
forming 12 primary columns.

#### BP5 - Large Desktop +/Tablet Landscape + 1140px +

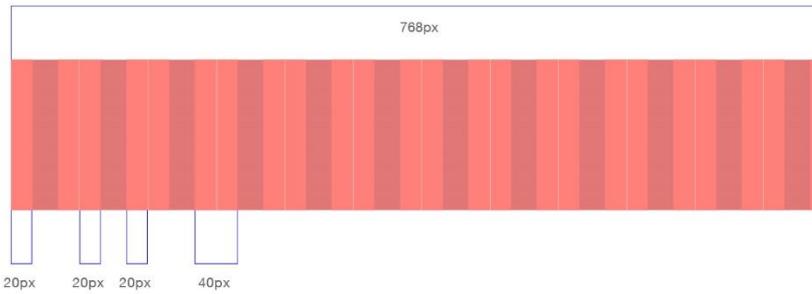
20px column padding,

forming 12 primary columns

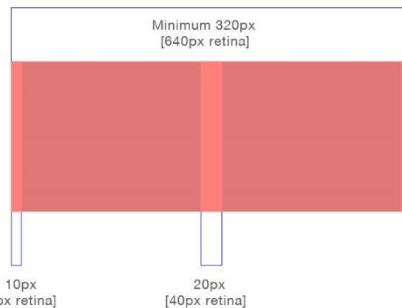
### Desktop BP5



### Tablet BP3



### Mobile BP1



## 1.4 Columns and content blocks

### Desktop columns and content blocks

The 12 columns can be divided into content blocks. The grid allows for a diverse array of content blocks to keep layouts and templates visually engaging.

All 12 columns sit flush within the grid with 20px inner padding (desktop). Each content block is separated by 40px (20+20px) column padding. This ensures all content has consistent alignment.

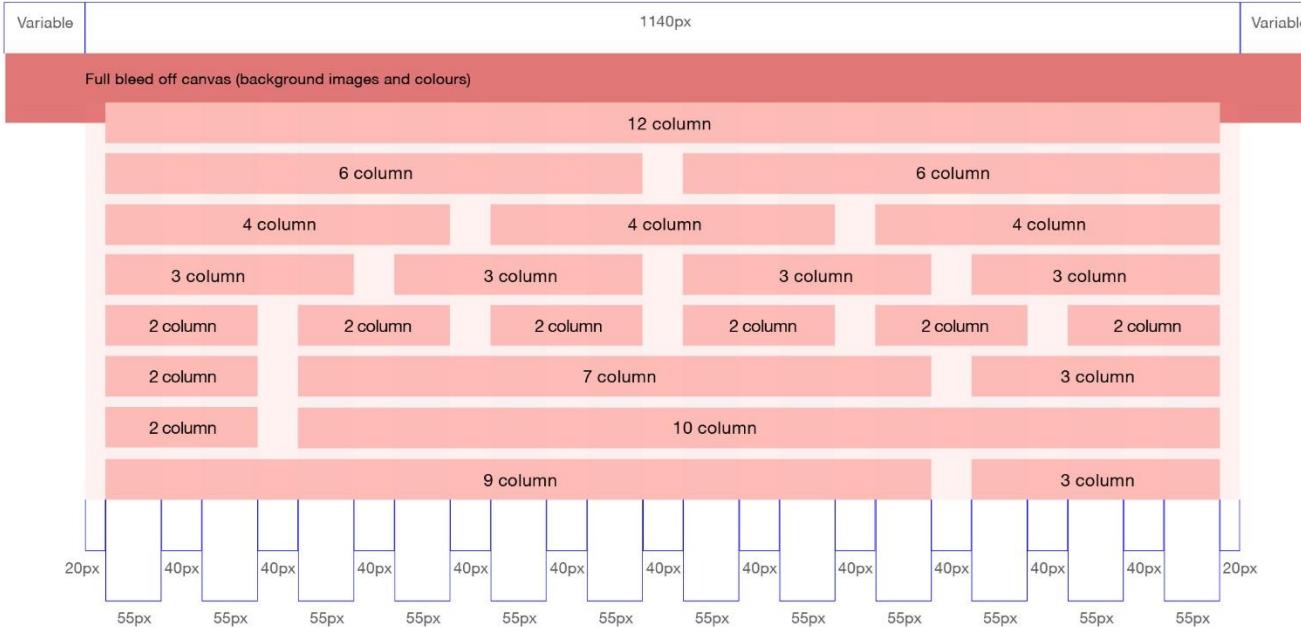
### Tablet and small desktop columns and content blocks

Due to the lower resolution of tablets, the amount of available columns is reduced. This should be considered when designing new assets to keep important content as high on the page as possible.

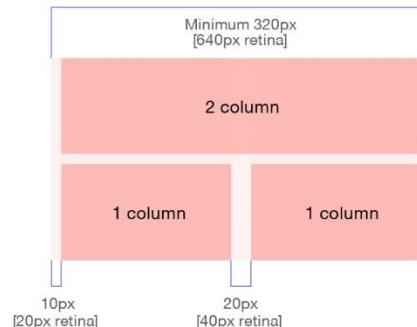
### Mobile columns and content blocks

The 2 columns within the mobile grid create only two content blocks. However, in most situations a single content column should be used.

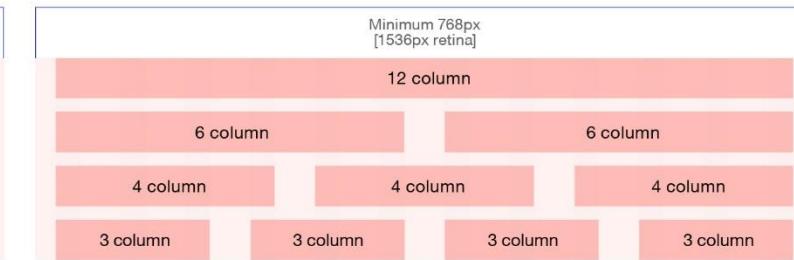
### Desktop columns and content blocks



### Mobile grid and columns



### Tablet grid and columns



## 1.5 Spacing

### Spacing

All spacing throughout all layouts is based on natural incremental divisions of the 40px gutter.

For example to maintain a strong visual aesthetic use spacing of either:

- 40 pixels
- 20 pixels
- 10 pixels
- 5 pixels

### Example desktop content layout

1. Margin: 20px
2. Column padding: 40px
3. Content block spacing: 40px and 20px
4. Content padding: 20px

### Example mobile content layout

5. Margin: 10px
6. Column padding: 20px
7. Content block spacing: 10px
8. Content padding: 20px



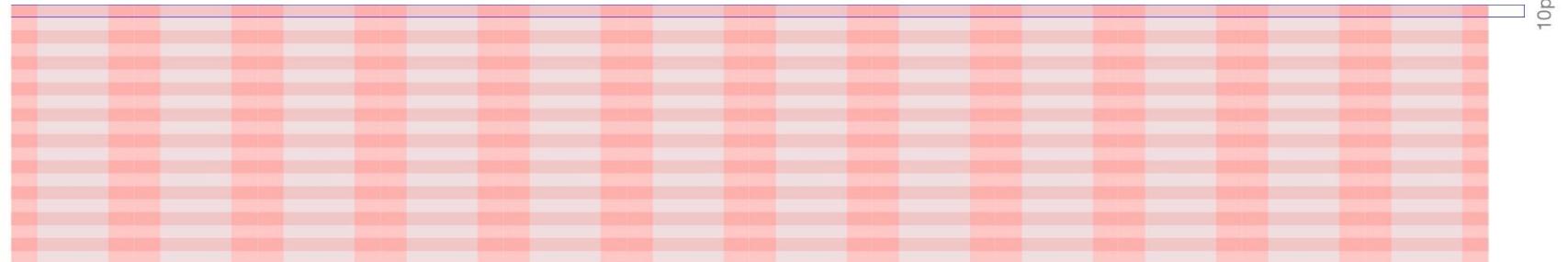
## 1.6 Horizontal grid

### Horizontal grid

The horizontal grid is 10 pixels. To maintain a consistent visual flow through out all pages align the baseline of visual elements to the horizontal grid.

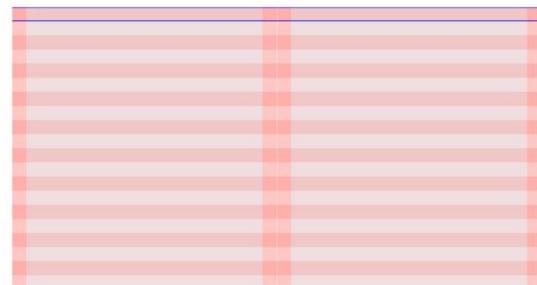
When using the horizontal grid, allow elements to have sufficient margin and/or padding so site pages avoid looking cramped. **See section 1.4** for more guidance on spacing

Desktop horizontal grid

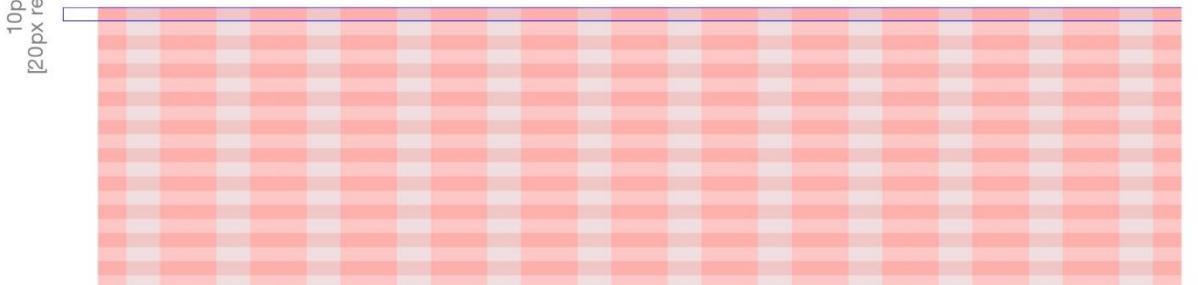


10px

Mobile horizontal grid



Tablet horizontal grid



10px  
[20px retina]

# BUILDING BLOCKS

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2

# BUILDING BLOCKS

## 2.1 Logo

### The masterbrand

For consistency across all digital channels the left aligned masterbrand is always used to introduce websites. The masterbrand mono logo is acceptable for use in headers when appropriate.

### Positioning on page

The masterbrand logo **always** appears aligned to the left and top of the page (except when the global header is in use). More details on how to position the logo in headers can be found in [section 3.2](#).

### The Navigation pin

The pin is only used in an isolated environment in brand specific 'A features' and in a minimised navigation bar. In these two cases, the initial master brand logo must have been seen first and the visual identity of the brand has been reinforced.

### Minimum size

Either the left aligned masterbrand or the pin logo should not be smaller than 35 pixels in height.

### Clear space

As a rule leave clear space around the brand mark equal to one pin in size. The only situation where this can be broken is in the header navigation detailed in [section 3.2](#)

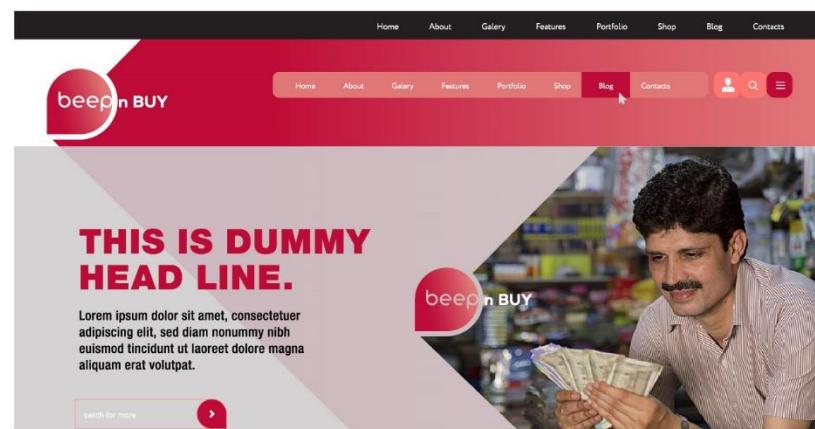
### The Master brand



### Masterbrand mono



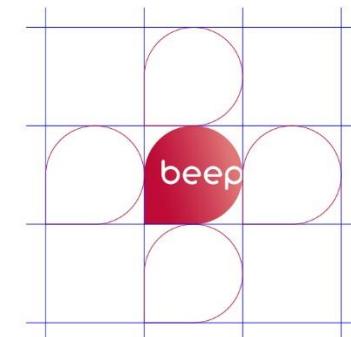
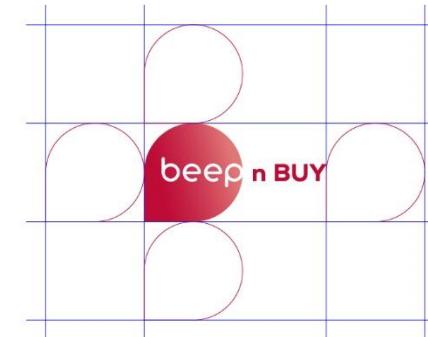
### The shield



### Minimum size



### Clear space



# BUILDING BLOCKS



## 2.2 Co-branding and partner use

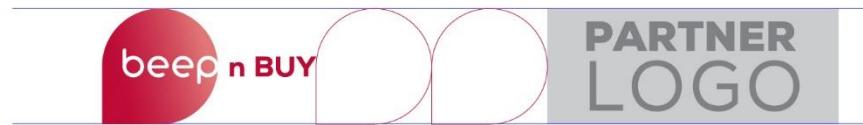
### Partner lockup

The following rules are a guide to harmonising the relationship between the beep n BUY Brand Mark and other potential partners, supporters or related organisations.

**Note:** For digital, the horizontal logo should be used primarily.

The rules for scale and position are based on a proportionate scaling approach. The scale of this proportion is defined by the overall height and width of the Brand Mark and the pin width, as a spacing guide. In practice, this means that partnering logos do not exceed the width or height of the Masterbrand.

### Guide for co-branding



### Guide for vertical co-branding



# BUILDING BLOCKS



## 2.3 Colour

### Colour palette

The new colour palette has been chosen to create a unique visual identity for the beep n BUY. Care has been taken to ensure AA accessibility standards have been adhered to, so it's essential only specific combinations of colours are used together for legibility.

### Primary colours

The primary colours should make up the majority of all sites built for the beep n BUY excluding campaign sites. The use of these colours is essential for consistency in the brand essence. See [section 2.4](#) for how to use the colours correctly

### Highlight colours

Highlight colours are used specifically to pull out important call to actions and buttons. Their purpose is to stand out on the page and draw the eye to increase interaction on the page. The standard highlight colour for most situations is red, with white as a fallback if contrast is an issue.

### Secondary colours

The secondary colours are used sparingly and may be used for the colour blocks seen in the C features. These should only be used when content is related to the areas noted in the colour swatches.

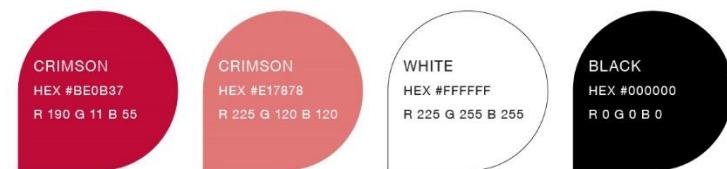
### Tertiary colours

As with the secondary palette, these colours should be only sparingly used and should only be matched with related areas.

### Background colours

Background colours are used to divide horizontal content blocks on the page. Minimal use is recommended to retain an aesthetically pleasing experience.

### Primary colours



### Highlight colours



### Secondary colours



### Tertiary colours



### Background colours



# BUILDING BLOCKS

## 2.4 Colour use

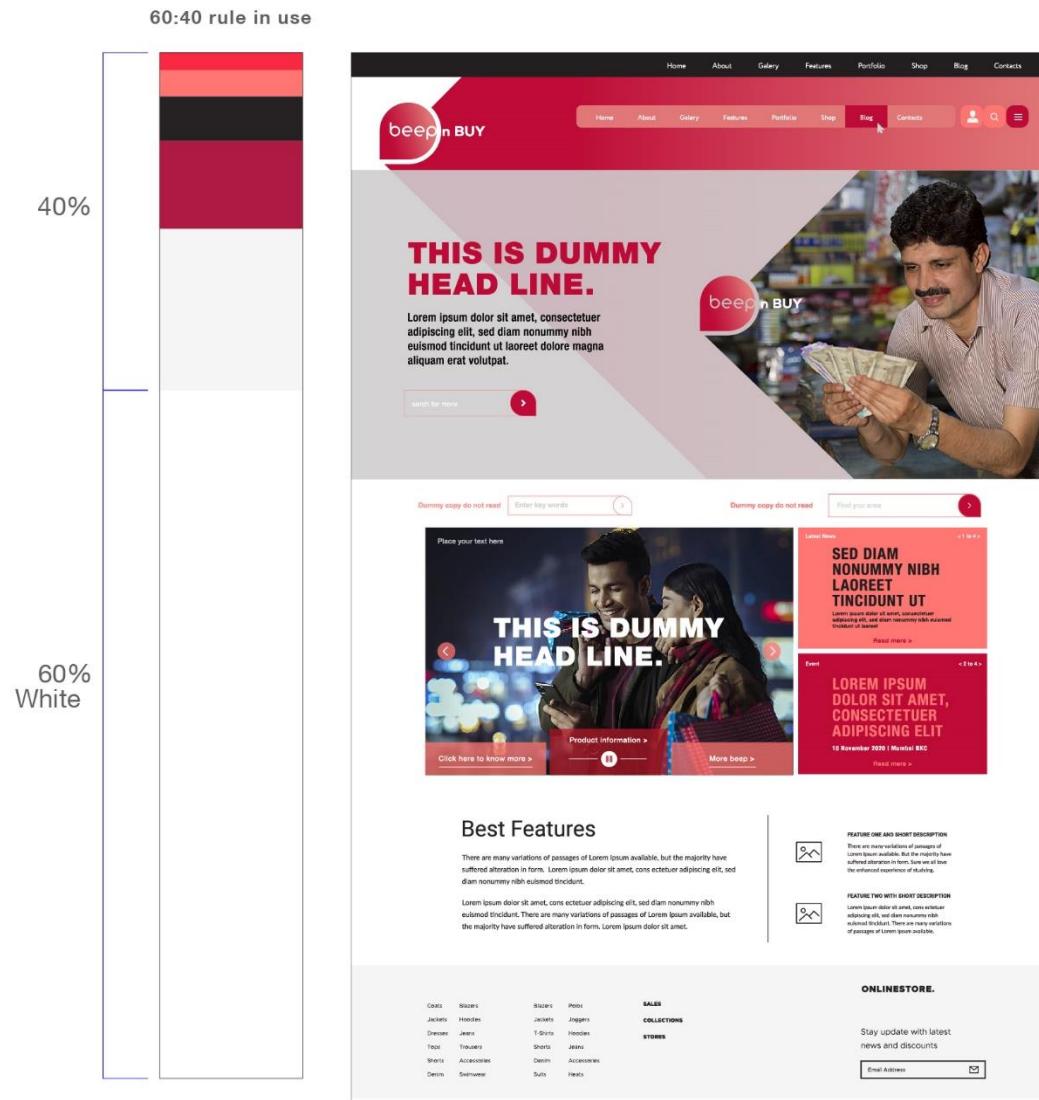
### Colour ratio

When applying colour to new brand sites, white is always the primary and most used colour. This creates an clean and consistent feeling for our digital assets.

Digital assets should follow a 60:40 ratio rule where 60% of the page is white with the other 40% a combination of other brand and background colours. This approach ensures maximum contrast for website imagery and brand colours.

For a guide on colour use, see [section 2.3](#)

Note: Images are not included in the 60:40 rule, but they should still adhere to master brand guidelines. The global footer is also exempt from this rule which is consistent across all beep sites.



### 2.5 Typography

#### Primary brand font

Helvetica Regular is a distinct and modern sans serif typeface which reflects the modern and confident nature of our brand. Web versions of fonts will be implemented in all new sites for headlines and body copy.

See [section 2.6](#) for instructions on how to use Helvetica Regular.

Typefaces are available to purchase at: [www.typography.com](http://www.typography.com)

# I AM HELVETICA

#### Helvetica CE 55 Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

#### Helvetica Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

#### Helvetica Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

#### *Helvetica Medium Italic*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

#### Helvetica Bold Extended

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

#### Helvetica Bold Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

## 2.5 Typography

### Secondary brand font

Times New Roman is our Secondary typeface, creating a classic balance to the bold Helvetica regular. It is a time-honored form with a contemporary design.

Web versions of fonts will be implemented in all new sites, primarily used as a supporting typeface in some headlines, block quotes and is always set in sentence case.

See section 2.6 for more explicit instructions on how to use Times New Roman. Typefaces are available to purchase at: [www.typography.com](http://www.typography.com)

# I am Times New Roman

### Times New Roman Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

### Times New Roman Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

### Times New Roman Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+<>?

# BUILDING BLOCKS

## 2.6 Typography hierarchy

### Font use

When creating new designs for the master brand always use the following fonts for headers and body to ensure consistent typography.

### Font fallbacks

If for any reason webfonts aren't compatible with a users browser the following fallbacks should be applied in the font-family CSS tag:

#### Helvetica Regular:

Open Sans, Arial

#### Times New Roman:

Georgia, Chronicle

### Desktop font sizes (BP3, 4 & 5)

# H1: HELVETICA CE95 BLACK 52PX

Line-height: 54px | Colours: ■ #BE0B37 | □ #FFFFFF | All Caps

## H2: HELVETICA 85 HEAVY 32PX

Line-height: 34px | Colours: ■ #BE0B37 | □ #FFFFFF | All Caps

### H3: HELVETICA 75 BOLD 24PX

Line-height: 26px | Colours: ■ #BE0B37 | □ #FFFFFF | All Caps

Sub text & Search text: Helvetica Regular 24px

Line-height: 30px | Colours: ■ #000000 | □ #FFFFFF | Normal sentence case

Sub text & Search text: Helvetica 45 Light 14px

Line-height: 21px | Colours: ■ #000000 | □ #FFFFFF | Normal sentence case

### Mobile and tablet font sizes (BP1, 2 & 3)

# H1: HELVETICA 97 BLACK CONDENSED 30PX

Line-height: 32px | Colours: ■ #BE0B37 | □ #FFFFFF | All Caps

## H2: HELVETICA 77 BOLD CONDENSED 26PX

Line-height: 28px | Colours: ■ #BE0B37 | □ #FFFFFF | All Caps

### H3: HELVETICA 67 MEDIUM CONDENSED 22PX

Line-height: 24px | Colours: ■ #BE0B37 | □ #FFFFFF | All Caps

Sub text & Search text: Helvetica Regular 18px

Line-height: 20px | Colours: ■ #000000 | □ #FFFFFF | Normal sentence case

Sub text & Search text: Helvetica 45 Light 14px

Line-height: 21px | Colours: ■ #000000 | □ #FFFFFF | Normal sentence case



## 2.6 Typography hierarchy

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When creating new designs for the master brand always use the following fonts for headers and body to ensure consistent typography.

### Font fallbacks

If for any reason webfonts aren't compatible with a users browser the following fallbacks should be applied in the font-family CSS tag:

### Helvetica Regular:

Open Sans, Arial

### Times New Roman:

Georgia, Chronicle

### Desktop font sizes (BP3, 4 & 5)

## Block quote: Helvetica 57 Condensed 16px

Line-height: 24px | Colours: █ #BE0B37 | █ #FFFFFF | Normal sentence case

### List items: Helvetica CE 55 Roman 14px

Line-height: 21px | Colours: █ #BE0B37 | █ #FFFFFF | Normal sentence case  
paragraph padding-bottom: 10px

### B, C & D-feature titles: Times New Roman 16px

Line-height: 20px | Colours: █ #BE0B37 | █ #FFFFFF | Normal sentence case

### Footer titles: Times New Roman 22px

Line-height: 30px | Colours: █ #BE0B37 | █ #FFFFFF | Normal sentence case

### Mobile and tablet font sizes (BP1, 2 & 3)

## Block quote: Helvetica 57 Condensed 16px

Line-height: 32px | Colours: █ #BE0B37 | █ #FFFFFF | All Caps

### List items: Helvetica CE 55 Roman 14px

Line-height: 21px | Colours: █ #BE0B37 | █ #FFFFFF | Normal sentence case  
paragraph padding-bottom: 10px

### B, C & D-feature titles: Times New Roman 14px

Line-height: 20px | Colours: █ #BE0B37 | █ #FFFFFF | Normal sentence case

### Footer titles: Times New Roman 22px

Line-height: 30px | Colours: █ #BE0B37 | █ #FFFFFF | Normal sentence case

# BUILDING BLOCKS



## 2.7 Type on colour

### Colour themes

For AA accessibility standards, font use must follow these rules when applied to colour blocks. This diagram shows the different colour themes approved for use when working with colour.

**Note:** While these colour themes show acceptable colour use, colour guidelines **must** be adhered to when designing sites. See section 2.4 for more details on colour use.

Crimson #990033, black #262223 and red #ED0033 on white #FFFFFF

H1  
**HELVETICA CE  
95 BLACK 52px**

H2  
**HELVETICA 85 HEAVY  
32px**

H3: HELVETICA 75 BOLD 24px

H4  
HELVETICA REGULAR 24px

P  
Helvetica 45 Light 14px

CTA  
Helvetica 55 Roman18px >

White #FFFFFF on MAROON #800000

H1  
**HELVETICA CE  
95 BLACK 52px**

H2  
**HELVETICA 85 HEAVY  
32px**

H3: HELVETICA 75 BOLD 24px

H4  
HELVETICA REGULAR 24px

P  
Helvetica 45 Light 14px

CTA  
Helvetica 55 Roman18px >

White #FFFFFF on Orange #FF5C5E for font sizes above 24px (18pt)

H1  
**HELVETICA CE  
95 BLACK 52px**

H2  
**HELVETICA 85 HEAVY  
32px**

H3: HELVETICA 75 BOLD 24px

H4  
HELVETICA REGULAR 24px

P  
Helvetica 45 Light 14px

CTA  
Helvetica 55 Roman18px >

White #FFFFFF on black #000000

H1  
**HELVETICA CE  
95 BLACK 52px**

H2  
**HELVETICA 85 HEAVY  
32px**

H3: HELVETICA 75 BOLD 24px

H4  
HELVETICA REGULAR 24px

P  
Helvetica 45 Light 14px

CTA  
Helvetica 55 Roman18px >

White #FFFFFF on Red #BE0B37

H1  
**HELVETICA CE  
95 BLACK 52px**

H2  
**HELVETICA 85 HEAVY  
32px**

H3: HELVETICA 75 BOLD 24px

H4  
HELVETICA REGULAR 24px

P  
Helvetica 45 Light 14px

CTA  
Helvetica 55 Roman18px >

White #FFFFFF on purple #663399

H1  
**HELVETICA CE  
95 BLACK 52px**

H2  
**HELVETICA 85 HEAVY  
32px**

H3: HELVETICA 75 BOLD 24px

H4  
HELVETICA REGULAR 24px

P  
Helvetica 45 Light 14px

CTA  
Helvetica 55 Roman18px >

White #FFFFFF on teal #006699

H1  
**HELVETICA CE  
95 BLACK 52px**

H2  
**HELVETICA 85 HEAVY  
32px**

H3: HELVETICA 75 BOLD 24px

H4  
HELVETICA REGULAR 24px

P  
Helvetica 45 Light 14px

CTA  
Helvetica 55 Roman18px >

STATIC BANNERS: Crimson 30% #E1B4AF on crimson #BE0B37 for standard static banners

H1  
**HELVETICA CE  
95 BLACK 52px**

Purple 30% #CDB9D7 on purple #663399 for research related static banners

H1  
**HELVETICA CE  
95 BLACK 52px**

Teal 15% #BED7E1 on teal #006699 for graduate research school banners with text above 24px (18pt)

H1  
**HELVETICA CE  
95 BLACK 52px**

## 2.8 Typography examples

### Typography rules

When styling text, it is essential that the foundations grids are followed. This will ensure a consistent and accessible website for users. Correct use of headings, sub text and paragraph text creates a pleasing digital reading experience. See section 2.6 for more on typography.

### Margins and padding

Relationship hierarchy is important, follow the rules on this page as an example of how to space copy blocks. Make sure adequate breathing room surrounds blocks of content as to not make the page look cramped. This can make pages hard to read. Mobile should follow the same rules with adjusted font sizes (see section 2.6)

### Typography using baseline and grid

# EXPAND YOUR RETAIL BUSINESS

beep's local business solution will aid in improving sales and acquiring full potential of your business.

We provide a complete 360 degree solution on a single platform with all the ecommerce and point of sale features you need to start, run, and grow your business. Beep promises to transform buying experiences by providing a fully-equipped, reliable, local business solution that makes daily essentials easily available at each doorstep.

### Categories which you can sell with us

BeepnBuy is a one of a kind local store business solution for sellers to meet their potential customers and facilitate a transaction. It's a one-stop solution for buyers to choose from a variety of sellers and a price range, and a brilliant business solution for small and medium scale sellers in the local market.

### Typography breakdown

# HELVETICA CE95 BLACK 52PX

Helvetica Regular 24px Leading 30 px #000000  
Normal sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Helvetica 45 Light 14px #000000 Normal sentence case Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

### Helvetica 75 Bold 24px #BE0B37

Helvetica 45 Light 14px #000000 Normal sentence case Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

40px

20px

20px 20px

# BUILDING BLOCKS



## 2.9 Typography with images

### Text with images

Using text beside images is acceptable to break out and feature elements that require emphasis. When using this style be aware of how the page will scale as either the text or image will need to collapse under its related element for mobile view.

Examples of use and how they collapse are shown here.

### 2 column with text to right of image

**THIS IS DUMMY HEAD LINE, DO NOT READ IT.**

beep's local business solution will aid in improving sales and acquiring full potential of your business.

We provide a complete 360 degree solution on a single platform with all the ecommerce and point of sale features you need to start, run, and grow your business. Beep promises to transform buying experiences by providing a fully-equipped, reliable, local business solution that makes daily essentials easily available at each doorstep.

### Mobile collapsed view

**THIS IS DUMMY HEAD LINE, DO NOT READ IT.**

beep's local business solution will aid in improving sales and acquiring full potential of your business.

We provide a complete 360 degree solution on a single platform with all the ecommerce and point of sale features you need to start, run, and grow your business. Beep promises to transform buying experiences by providing a fully-equipped, reliable, local business solution that makes daily essentials easily available at each doorstep.

### 2 column with text to left of image

**THIS IS DUMMY HEAD LINE, DO NOT READ IT.**

beep's local business solution will aid in improving sales and acquiring full potential of your business.

We provide a complete 360 degree solution on a single platform with all the ecommerce and point of sale features you need to start, run, and grow your business. Beep promises to transform buying experiences by providing a fully-equipped, reliable, local business solution that makes daily essentials easily available at each doorstep.

# BUILDING BLOCKS



## 2.9 Typography with image

The grid system allows for many type and image layouts. However, some rules have been set so as to keep consistency and allow a clear direction and relationship when designing layouts.

The responsive grid system will dynamically shrink images and reformat text to wrap comfortably in the column.

### Text below images

This is the most common relationship and is the most user friendly for website users. The benefit of this format is that it remains consistent no matter the platform meaning generally, columns collapse under each other but still maintain the layout. This can be used in five ways:

**1. 2 column** - For spanning 6 items on a page, great to display thumbnails for a visual menu or eCommerce sites.

**2. 3 column** - For spanning 4 items, this can be used to visually reinforce a list of features.

**3. 4 column** - For spanning 3 items, used the same as 3 column.

**4. 6 column** - Spans 2 items across.

**5. 7 column** - This unique column is used on internal 3 column pages and sits in between a tertiary side menu and promotional panels. See more about this use in [section 3.13](#).



# BUILDING BLOCKS



## 2.10 Tables

### Tables

The visual style for tables follows the master brand online and allows for any number of column row lengths.

### Responsive tables

To keep larger tables accessible on mobile, a cropped swiping system is to be used. This gives users access to the full table albeit in a cropped form.

The user can swipe left and right to view more without compromising the layout of the original table.

**Desktop 4 column table**

TABLE HEADING			
TABLE SUB HEADING			
X00000			0X/0X      00.00
X00000			0X/0X      00.00
X00000			0X/0X      00.00

Table notes: Helvetica Regular  
14px #000000 Leading 20 px

**Desktop 12 column table**

TABLE HEADING											
TABLE SUB HEADING											
X00000											
X00000											
X00000											

Table notes: Helvetica Regular  
14px #000000 Leading 20 px

**Mobile 1 column table**

TABLE HEADING			
TABLE SUB HEADING			
X00000			0X/0X      00.00
X00000			0X/0X      00.00
X00000			0X/0X      00.00

Table notes: Helvetica Regular  
14px #000000 Leading 20 px

# BUILDING BLOCKS



## 2.11 Buttons

### Button anatomy

The redesigned buttons are unique to the beep n BUY and are part of the glue that binds the beep n BUY sites into a consistent family. There are three main types of buttons to cover all situations. Accordingly, a reversed button style is able to use when the initial styles are inappropriate.

#### 1. Primary hero button

The most unique of the buttons, this should be prioritised when possible and is fit for use over flat or calm backgrounds. Visual cues for interacting with a button includes a colour change and arrow shift.

#### 2. Alternate primary button

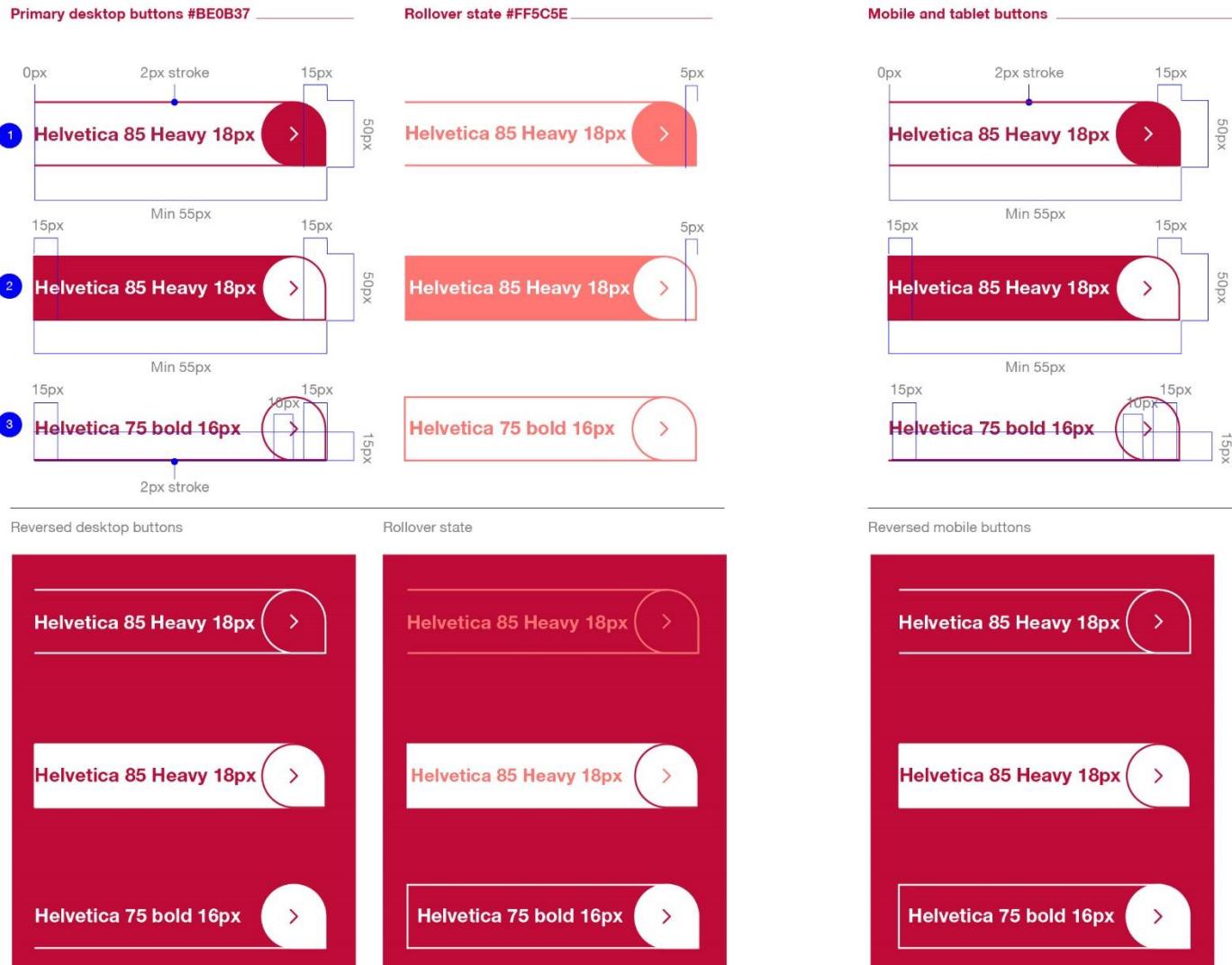
A more standard button format. This should be used where clear visibility is an issue, mainly over busy images where the primary button can get lost. Visual cues for interacting with this button includes a colour change and arrow shift.

#### 3. Secondary button

Secondary buttons are used within B, C and D-features. They are generally used as signoffs for promotional panels but can be used in body copy. The max length of this button should be no longer than 320px to maintain a tight relationship between the text and arrow. Visual cues for interacting with this button includes a colour change and arrow shift.

#### Mobile and tablet buttons

Buttons for mobile and tablet should follow the same style and interaction rules as desktop. For optimal usability on touch devices, button sizes should be enlarged to accommodate for imprecise interaction.



# BUILDING BLOCKS



## 2.12 Links

### Font use

Use the following fonts for all links to ensure consistent typography.

### Font fallbacks

If for any reason webfonts aren't compatible with a users browser the following fallbacks should be applied in the font-family CSS tag:

### Helvetica Regular:

Open Sans, Arial

### 1. Paragraph link

Use 'P' links when a body copy hyper link is required. 'P' links may sit within body copy and used to call out key words or CTAs that link to other pages and sites.

### 2. Footer link

1 Footer link 1 is reserved specifically for the text links within the Our beep and product section of the footer. For example the text link to show the beep service provider location.

### 3. Footer link

2 Footer link 2 is reserved specifically for the text links seen in the second section of the footer. For example the service help and Right to information text links.

### 4. Footer link 3

Footer link 3 is reserved specifically for the text links seen in the third and final part of the footer. For example all text links under the titles Home, beep service etc.

### Desktop links (BP3, 4 & 5)

#### 1 P link: Helvetica CE 55 Roman 14px

Colours: ■ #BE0B37, □ #FFFFFF / Rollover colours: ■ #BE0B37, ■ #FF5C5E / Normal sentence case

#### 2 Footer link 1: Helvetica 77 bold condensed 14px

Colours: ■ #3A3537 / Rollover colours: ■ #898687 / Normal sentence case

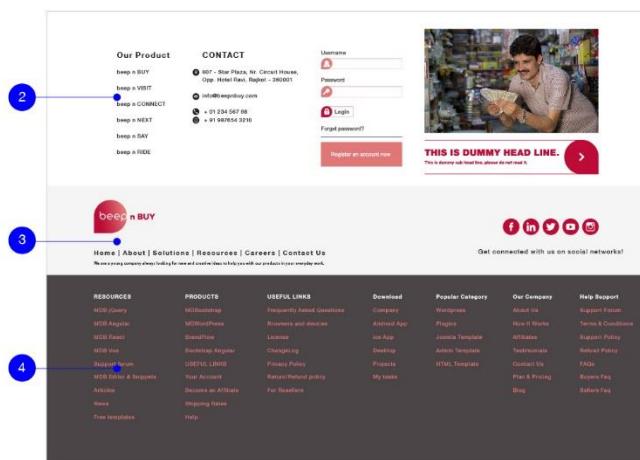
#### 3 Footer link 2: Helvetica 77 bold condensed 14px

Colours: ■ #3A3537 / Rollover colours: ■ #898687 / Normal sentence case

#### 4 Global navigation & Footer link 3: Helvetica CE 55 Roman 12px

Colours: ■ #EC4C2C3 / Rollover colours: □ #FFFFFF / Normal sentence case

### Example of desktop links (BP3, 4 & 5)



### Mobile and tablet links (BP1, 2 & 3)

#### 1 P link: Helvetica CE 55 Roman 14px

Colours: ■ #BE0B37, □ #FFFFFF / Normal sentence case

#### 2 Footer link 1: Helvetica Bold 14px

Colours: ■ #3A3537 / Normal sentence case

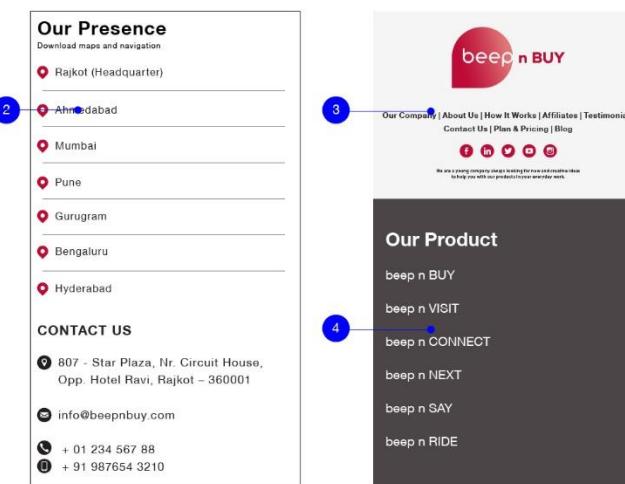
#### 3 Footer link 2: Footer link 1: Helvetica Bold 14px

Colours: ■ #3A3537 / Normal sentence case

#### 4 Global navigation & Footer link 3: GothamHelvetica CE 55 Roman Regular 14px

Colours: ■ #EC4C2C3 / Normal sentence case

### Example of mobile and tablet links (BP1, 2 & 3)



# BUILDING BLOCKS

## 2.13 Iconography

### Iconography

Icons are used in the rebrand to add an alternative visual language to content heavy areas and act as navigation points into deeper areas of websites. Good judgment should be applied when choosing and designing icons to use, consistency of tone and style are mandatory.

All icons are predominantly solid in shape, simple forms with rounded corners and have a consistent stroke weighting. They should fit within a 64x64px square area to maintain proportions across the family.

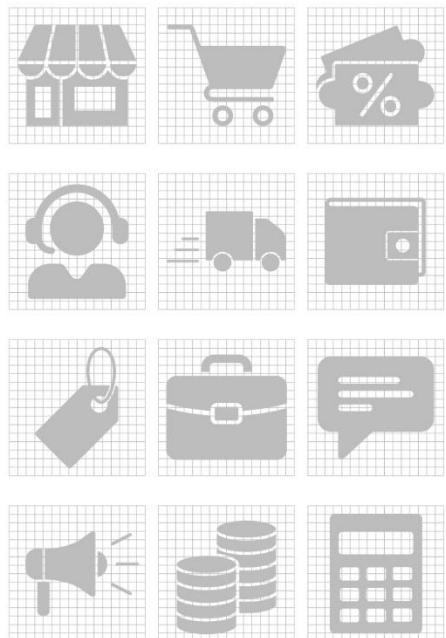
### Colour use

Any primary colour can be used for icons as well as tints of 50%. Highlight colours can be used, but only if the icons are acting as buttons and are linked.

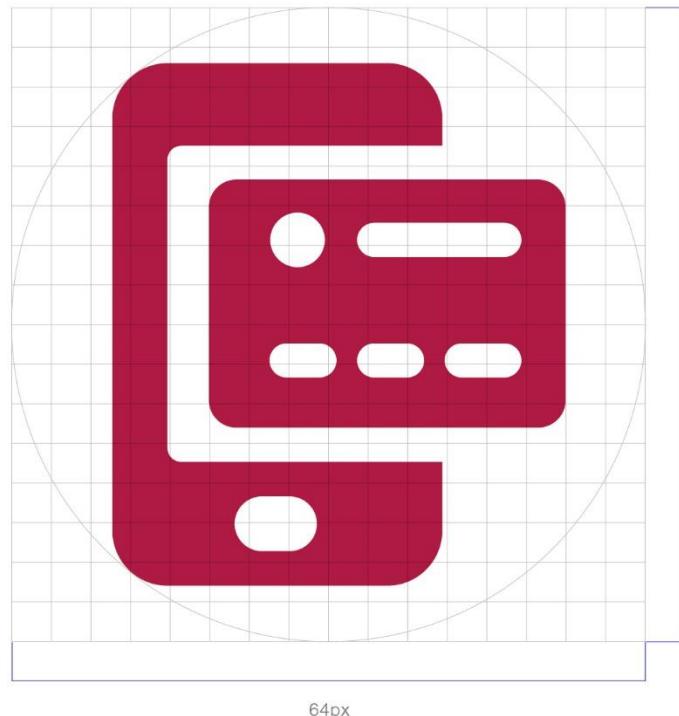
**Note:** Icons must be approved by marketing prior to use. This is to maintain consistency across the beep family of sites.

For a good source of royalty free icons, visit:  
[www.flaticon.com](http://www.flaticon.com)

### Example icons



### Icon 64x64 pixel grid



### Icons in use



## 2.14 Images

### Imagery

Photography is a key element of the brand communications. The focus being on the buyer and users through portraiture.

There are several art direction approaches used to bring variety to the brand, they are:

- Black and white portraiture
- 'Western light' portraiture
- 'Colour block' corporate profiles
- people lifestyle infused with brand colour

The master brand guidelines should be referenced when choosing imagery for digital placement.

### Composition

Image composition for digital assets such as a features should be considered and is explored in section 2.16.

### Image examples



# BUILDING BLOCKS



## 2.15 Desktop A features (carousel)

### Desktop A-features

For brand sites requiring a promotional section, a standardised A-feature should be implemented. This can be static or rotate on a carousel but must follow a consistent hierarchy for a familiar user experience.

1. H1 - Headline copy - 30 characters limit
2. P - Supporting copy - 160 characters limit
3. Primary CTA (call to action)
4. A-feature controls
5. A-feature image
6. Search bar

Images used for A features have a focal point on the right side of the image, this creates a natural clear space for headline, intro copy and CTA. The beep n BUY image guidelines support this layout with profile shots on plain backgrounds.

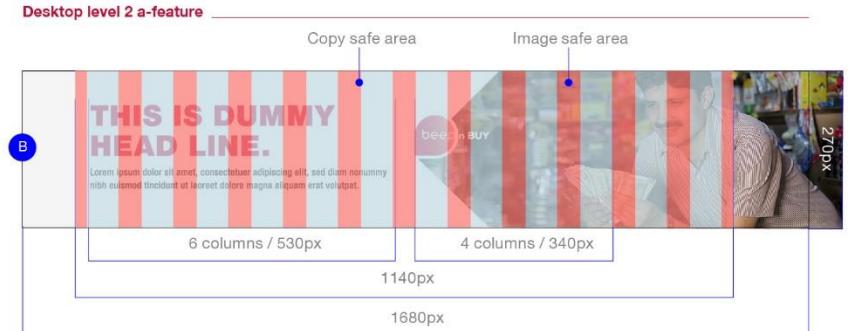
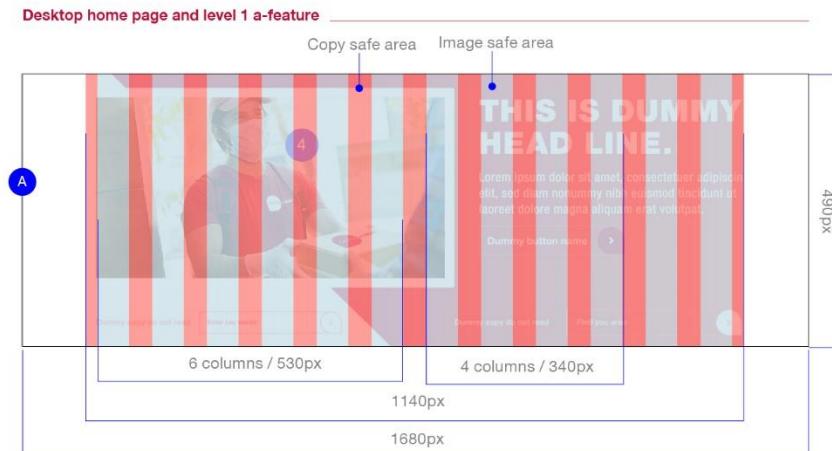
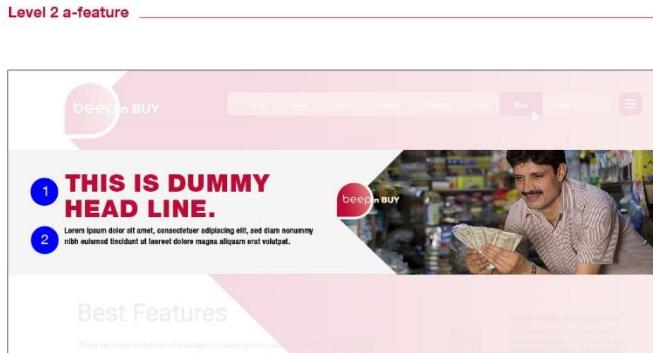
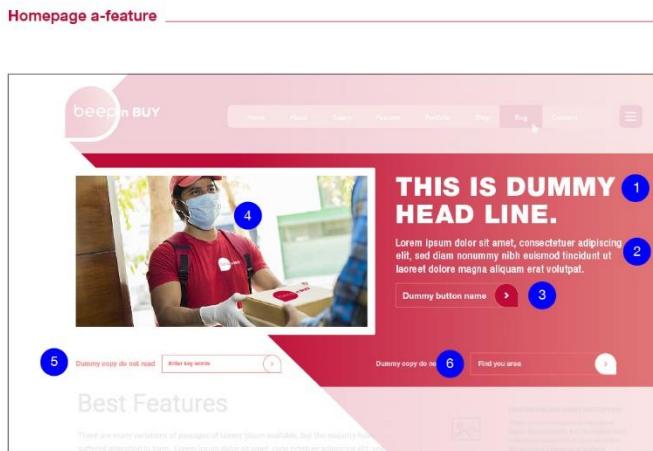
**Important:** When background images hit max width (1680px) images should scale **vertically centered and horizontally from the left** to maintain proportions.

#### A. Image safe area

Images scale to fill the area when the browser window reaches a certain width, so special care must be made to ensure imagery doesn't encroach on text areas. **Main image focus needs to be in the safe area.**

**B. Level 2 A features** For internal pages a reduced size feature image should lead the content as not to take up too much of the visible space above the fold. The purpose is to engage the user and not distract.

**C. Across all devices** Three separate images should be created, allowing the A feature layout to be optimised for each type of device; desktop, tablet and mobile.



# BUILDING BLOCKS



## 2.16 Tablet and mobile A features.

### Tablet and mobile A-features

For brand sites requiring a promotional section, a standardised A-feature should be implemented. This can be static or rotate on a carousel but must follow a consistent hierarchy for a familiar user experience.

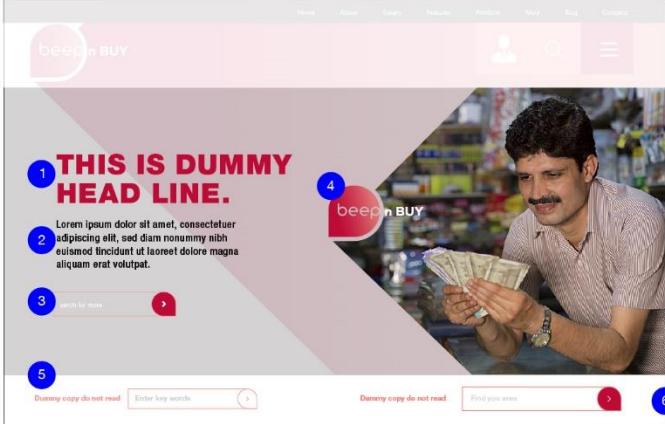
1. H1 - Headline copy
2. P - Paragraph copy
3. Primary CTA (call to action)
4. A-feature image
5. A-feature controls
6. Search bar

Images used for A features have a focal point on the right side of the image, this creates a natural clear space for headline, intro copy and CTA. beep n BUY image guidelines support this layout with end users shots on clean backgrounds.

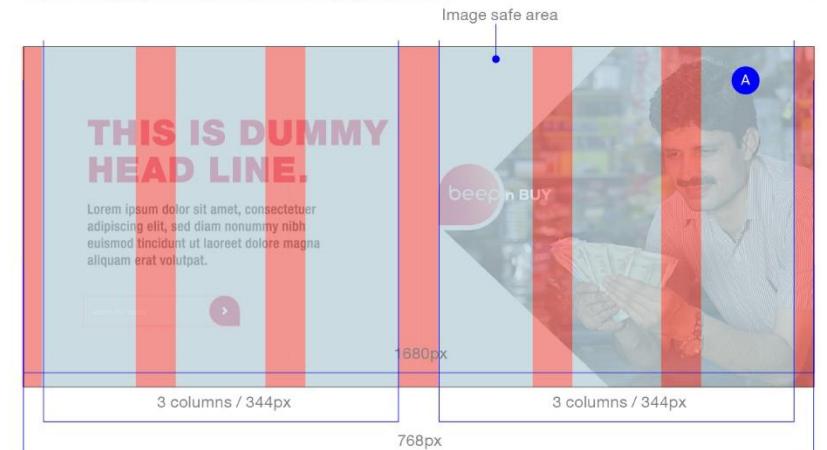
#### A. Image safe area

Images scale to fill the area when the browser window reaches a certain width, so special care must be made to ensure imagery doesn't encroach on text areas.

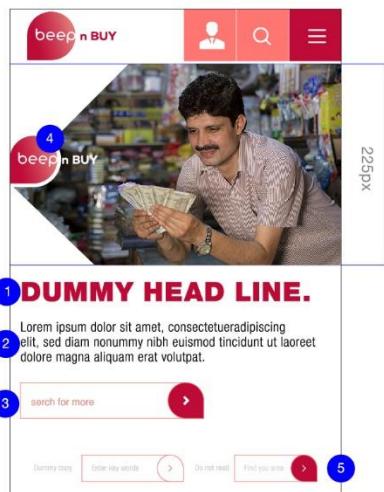
Tablet homepage a-feature



Tablet home page and level 1 a-feature image safe area



Mobile homepage a-feature



Example a-feature image across tablet and mobile



# BUILDING BLOCKS



## 2.17 B and C features

### B and C-features

For content heavy sites, B and C features act as a secondary promotional area to increase engagement on the home page. These can be built from a muted visual images or flat brand colours and can have individual carousel functionality.

However, only the B feature may rotate on a timer, C features should be user enabled as not to distract the user.

1. B-feature (3 items maximum)
2. C-feature (6 items maximum)

The B-feature components are made from the following visual elements:

- 1a. B-feature title
- 1b. H2 - Headline copy
- 1c. B-feature link
- 1d. B-feature carousel navigation
- 1e. B-feature image

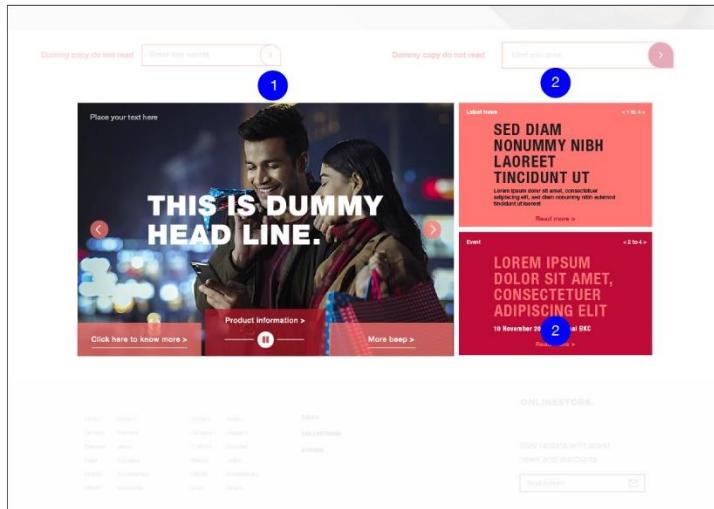
The C-feature components are made from the following visual elements:

- 2a. C-feature title
- 2b. H3 - Headline copy
- 2c. C-feature link
- 2d. C-feature carousel navigation
- 2e. C-feature solid colour or image.

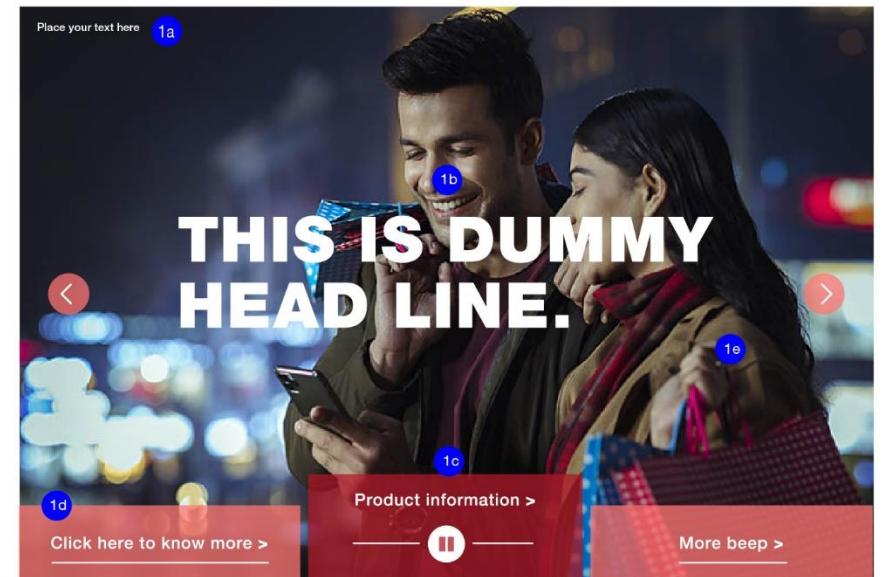
With optional:

- 2f. P - Paragraph copy

Homepage and level 1 content



B-feature



Desktop b-feature image



C-features



## 2.18 Modal windows

### Modal

A modal overlay is a content area that sits in front of the content beneath it. When the modal overlay is active, the content under the overlay cannot be interacted with until the overlay is dismissed by the close button or clicking on the semi-opaque overlay.

### Modal use

- Housing embedded videos
- As a container for a form
- To display supplementary content such as competition terms or disclaimer details.

#### 1. Desktop overlay

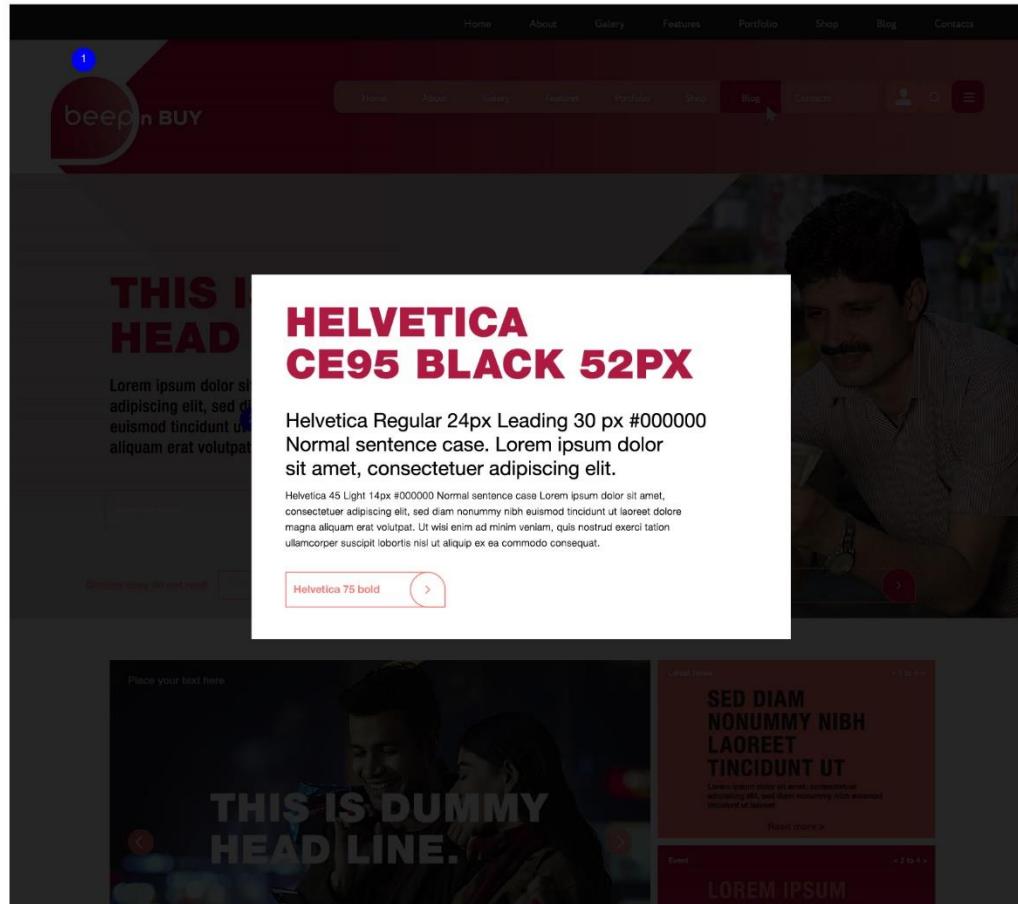
Colour: #000000 80% transparency Note:  
There is no transparent overlay on mobile.

#### 2. Modal panel

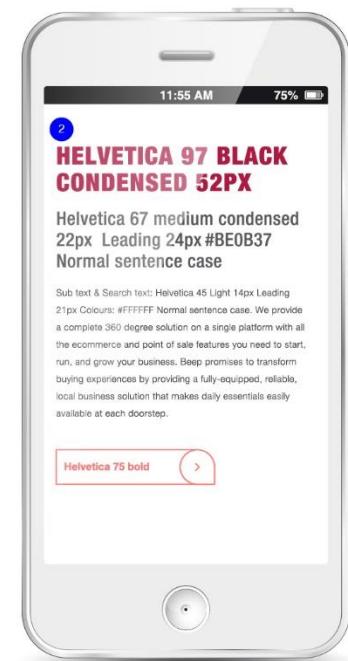
On desktop the modal has a solid colour, no drop shadow and no outline. The width of the modal for desktop is recommended to be 8 columns. However if this size is too wide or small it can fit flush to either 4, 6 or 10 columns wide.

On mobile the modal is full screen omitting the need for a transparent overlay.

### Desktop modal



### Mobile modal



# 3

# COMPONENTS

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- 3.1** Navigation area: Components
- 3.2** Masthead
- 3.3** Mega nav
- 3.4** Search
- 3.5** Mobile navigation
- 3.6** Mobile masthead
- 3.7** Mobile navigation measurements
- 3.8** Notification bar
- 3.9** The Footer
- 3.10** Desktop footer measurements
- 3.11** Tablet footer measurements
- 3.12** Mobile footer measurements
- 3.13** Internal page - navigation
- 3.14** Internal page - feature tiles

# COMPONENTS



## 3.1 Navigation components

A reworked navigation structure is key to boosting performance of digital assets. For an improved user experience follow these rules and keep menus as simple as possible. An information architecture review may be required before designing assets.

### A. Global navigation

Should always be used as a launch pad to connect helpful brand sites.

### B. Primary navigation

The minimum navigation for any site or application built for the beep (excluding campaign sites). **See section 3.2** for implementation rules.

### C. Secondary navigation

The secondary nav is used for content heavy sites with three or more levels of content. To maintain efficiency, no more than 8 items should appear in this menu. **section 3.2 explores this more.**

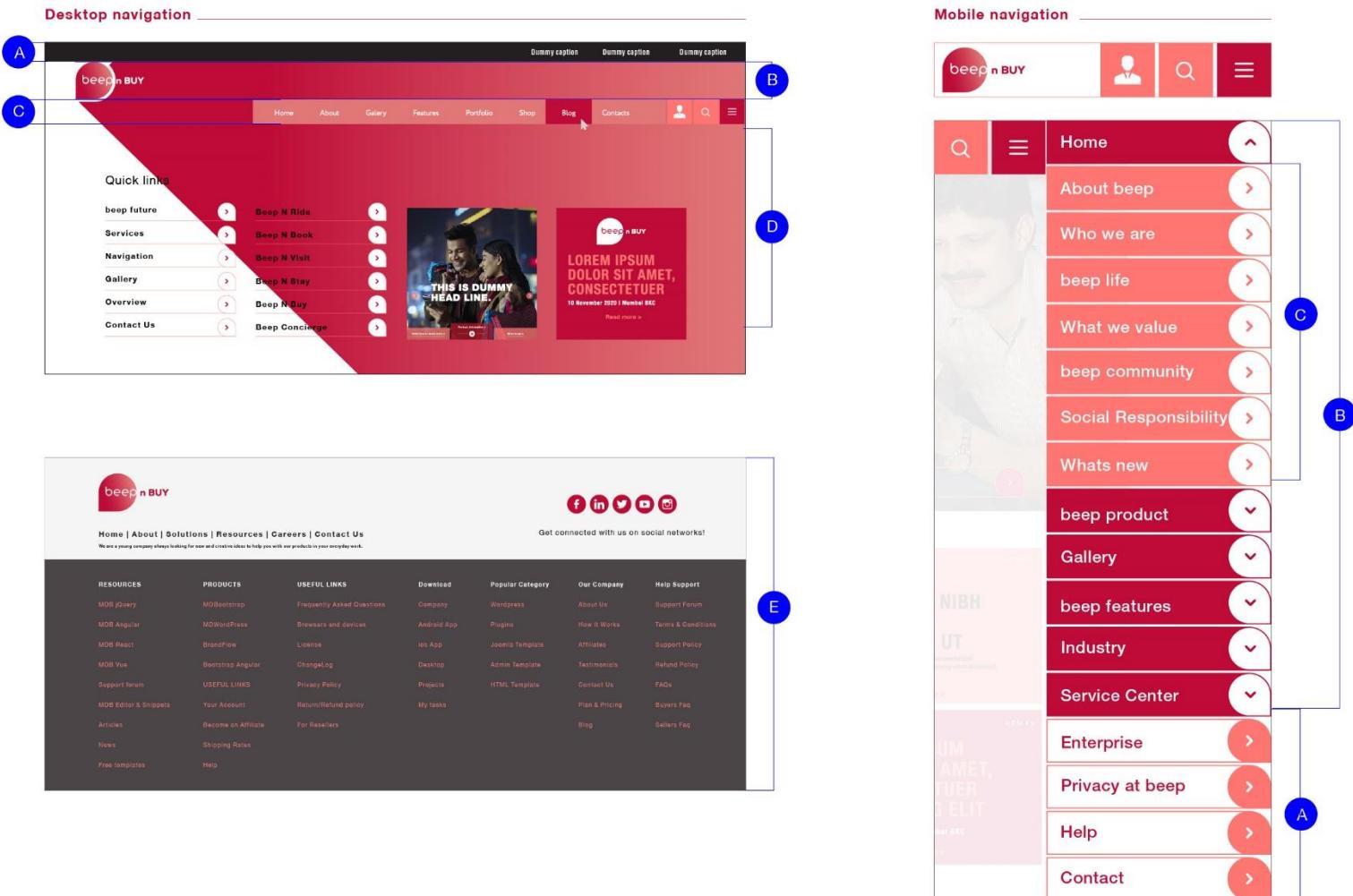
### D. Mega Nav (Expanded nav)

The ‘mega nav’ is an intuitive tool used for direct access to sub sections. Promotional tiles add visual appeal and are designed in increase clicks for high profile sections. The mega nav can be used with or without the secondary navigation bar.

**Note:** The mega nav is to be used for desktop functionality only. The tablet and mobile menu has been specifically designed for optimal performance on touch devices. Read more in **section 3.5**

### E. Footer navigation

A global footer anchors important links back to the beep main site and is a familiar signoff for the all beep product.



# COMPONENTS



## 3.2 Desktop masthead

### Measurements and alignment

When creating mastheads for brand sites, always use the following measurements and alignments. Campaign microsites have their own set of rules as seen in [section 4.3](#).

#### 1. Global navigation

**Height :** 40px  
**Font :** Helvetica Regular 12px, Normal sentence case, centered vertically  
**Font normal state :** #FFFFFF  
**Font rollover state :** #000000  
**Font padding :** 20px  
**Background colour :** #BE0B37

#### 2. Level 1 navigation

The beep brand mark is fixed to the left with a 20px padding to the left. The navigation level 1 menu items are fixed to the right. With a variable space between the brand mark and the first menu item.

**Height :** 80px  
**Font :** Helvetica Narrow Medium 14px, Normal sentence case, aligned vertically to height of level 1 navigation, centered to level 1 menu item  
**Font normal state :** #FFFFFF  
**Font rollover state :** #000000  
**Font selected state :** #FF5C5E  
**Background colour :** # FFFFFF  
**Selected background colour :** #BE0B37  
**Navigation dividers :** 1px #E1B4AF

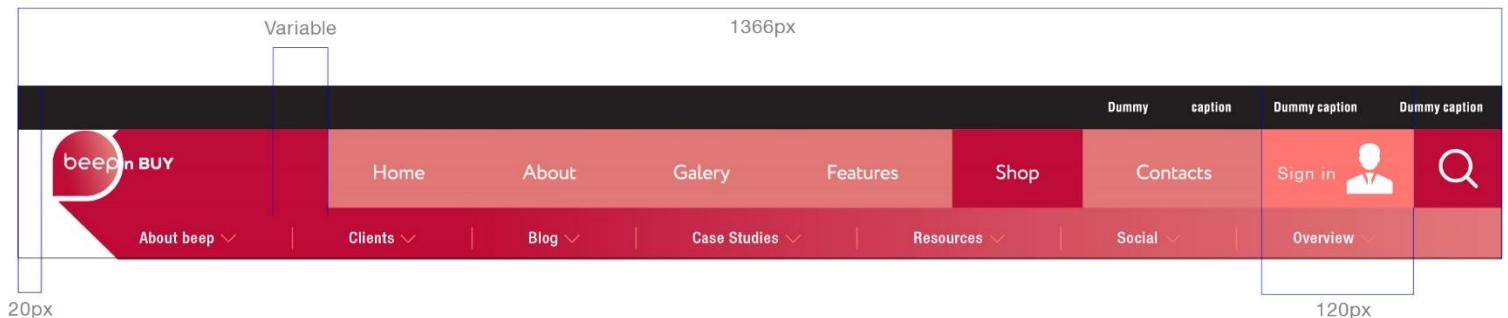
#### 3. Level 2 navigation

**Height:** 40px  
**Font:** Helvetica Condensed 14px Normal sentence case, aligned vertically to height of level 2 navigation, no more than 8 menu items.  
**Font normal state :** #FFFFFF  
**Font rollover state :** #000000  
**Font selected state :** #FF5C5E  
**Font padding:** Minimum 20px with all menu items centered to page  
**Background colour:** #BE0B37  
**Divider:** 1px #E1B4AF

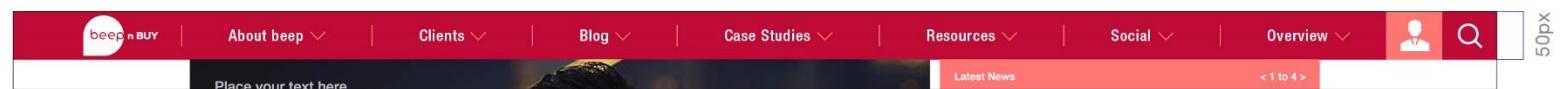
### Example beep desktop masthead at minimum desktop width



### Example beep desktop masthead at typical desktop width



### Minimised desktop masthead when the user scrolls down the page



# COMPONENTS



## 3.3 Mega nav

### How to use the mega nav

The mega nav is always 4 columns with only 3 columns used for menu items. 1 or 2 columns are always used for a visual promotional tiles to break up content. Promotional tiles never stack vertically and must always be aligned to the right of the menu.

### Top margin:

40px also contains the close icon button

Bottom and side margins: 20px

### 1. Quick links

The quick links are made of two lists of quick link buttons.

Height: Variable

Width: 3 column block

### Quick link title font:

Helvetica Text G1 Roman 22px #262223

### Quick link button font:

Helvetica Narrow Medium 14px #FFFFFF

Line: 1px #FF5C5E

Arrow: #FF5C5E

### 2. Mega nav promos

The mega nav promos use the similar guidelines to the D-features.

Internal padding: 20px

### Promo title:

Times Text G1 Roman 14px #000000

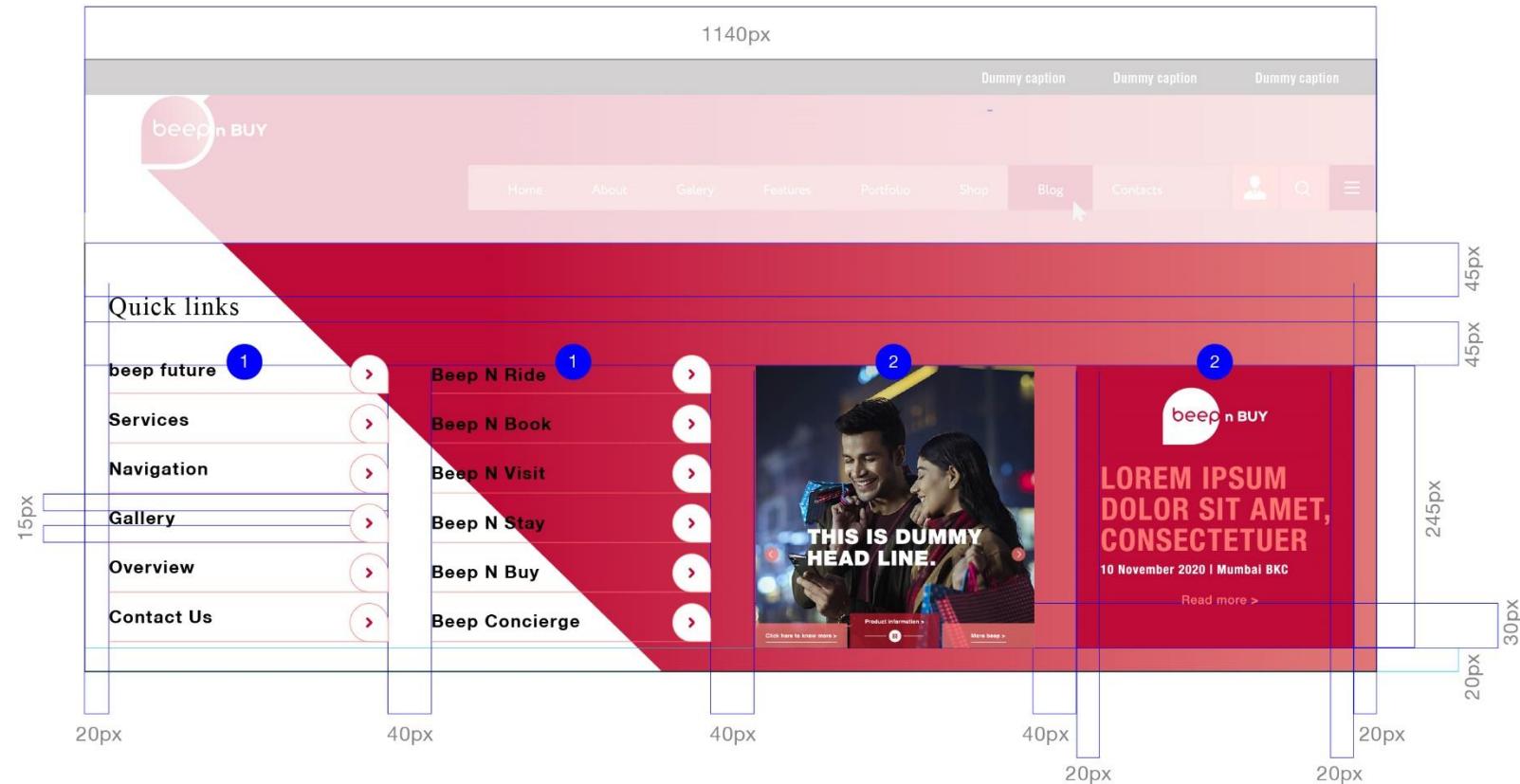
Button line: 2px #FF5C5E

### Button font:

Helvetica Narrow Medium 16px #FFFFFF

Arrow: #FF5C5E

### Example desktop mega nav



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## 3.4 Search

### Site search

Site search has been developed into an intuitive bar that overtakes the primary masthead when clicked.

A close button directs the user to minimise the bar, hitting return or clicking the search button a second time after entering text initiates a site search.

To avoid user confusion, the search bar should always expand out as an animation. This should be smooth with a slight 'ease out' for a duration no longer than 500ms.

#### 1. Search normal state

Button colour: #FF5C5E

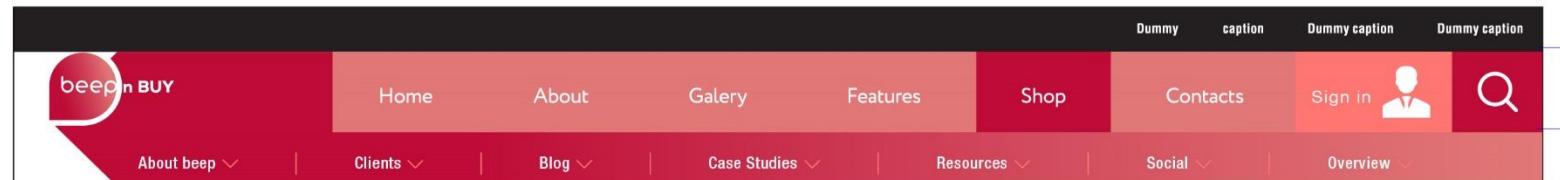
#### 2. Search rollover state

Button colour: #FF5C5E

#### 3. Search interactive state

Font: Helvetica Narrow Light 21px #FFFFFF  
Normal sentence case

beep n BUY desktop masthead search



1



2



3

# COMPONENTS



## 3.5 Mobile navigation

### Intuitive navigation system

A unique mobile navigation system has been developed for beep n BUY brand sites. This handles multiple content levels on a mobile device while still maintaining a manageable menu.

The basis of the system revolves around a vertical accordian system for secondary menus and a horizontal sliding system for tertiary menus.

A back button enables users to return from tertiary menu lists.

Breaking down the sections and functionality of the menu in more detail:

- A. Mobile masthead**
- B. Primary navigation**
- C. Secondary menu**
- D. Tertiary menu**
- E. Global navigation**

When the user clicks on the main mobile navigation (A) the primary navigation (B) slides out.

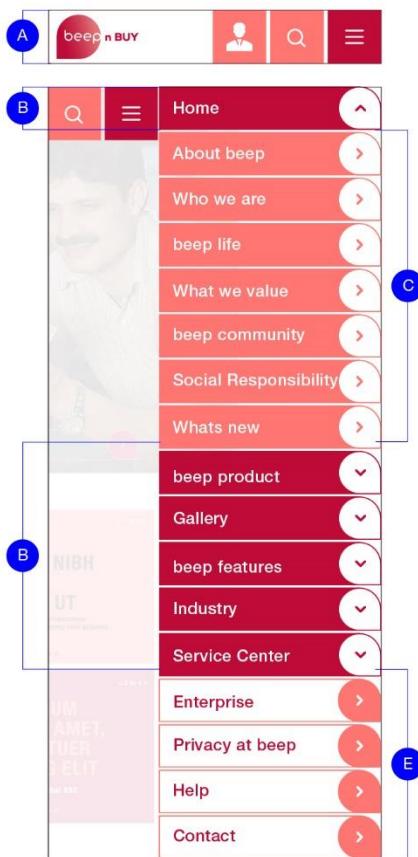
When the user clicks on the primary navigation (B) the secondary navigation (C) is revealed.

When the user clicks on the secondary navigation (C) the tertiary navigation (D) slides out.

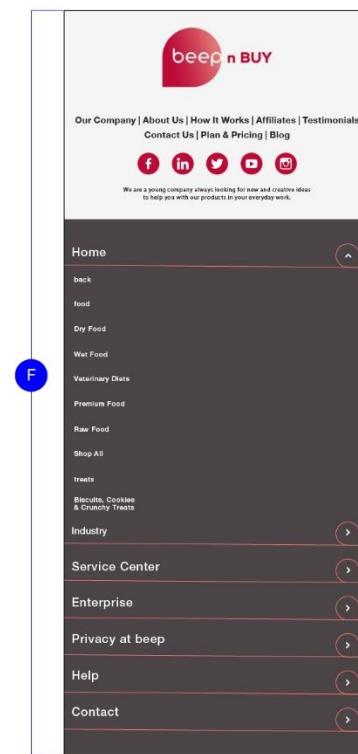
### F. Footer menu

The footer menu maintains this functionality with an accordian style list to show deeper links.

Mobile navigation



Mobile footer navigation



# COMPONENTS



## 3.6 Mobile masthead

### Measurements

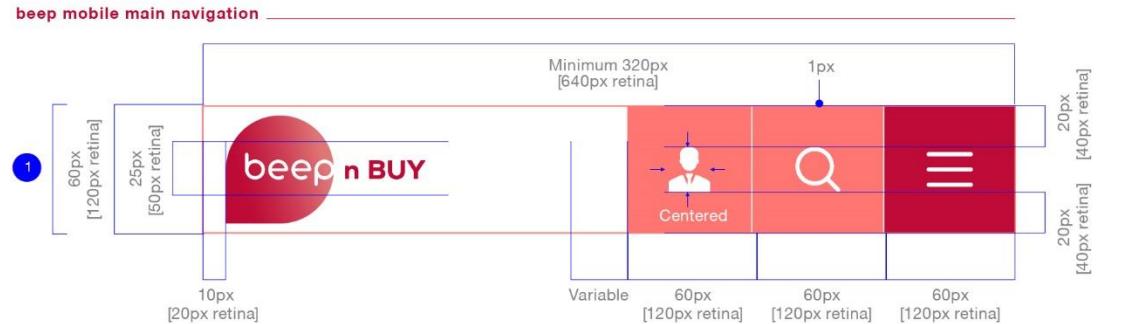
When creating mastheads for mobile, these rules have been created for consistency and balance of function and aesthetic.

#### 1. Main mobile navigation

Height: 60px

beep text logo height: 25px

Icon padding: 20px



#### 2. Mobile search

Height: 130px

##### Font normal state:

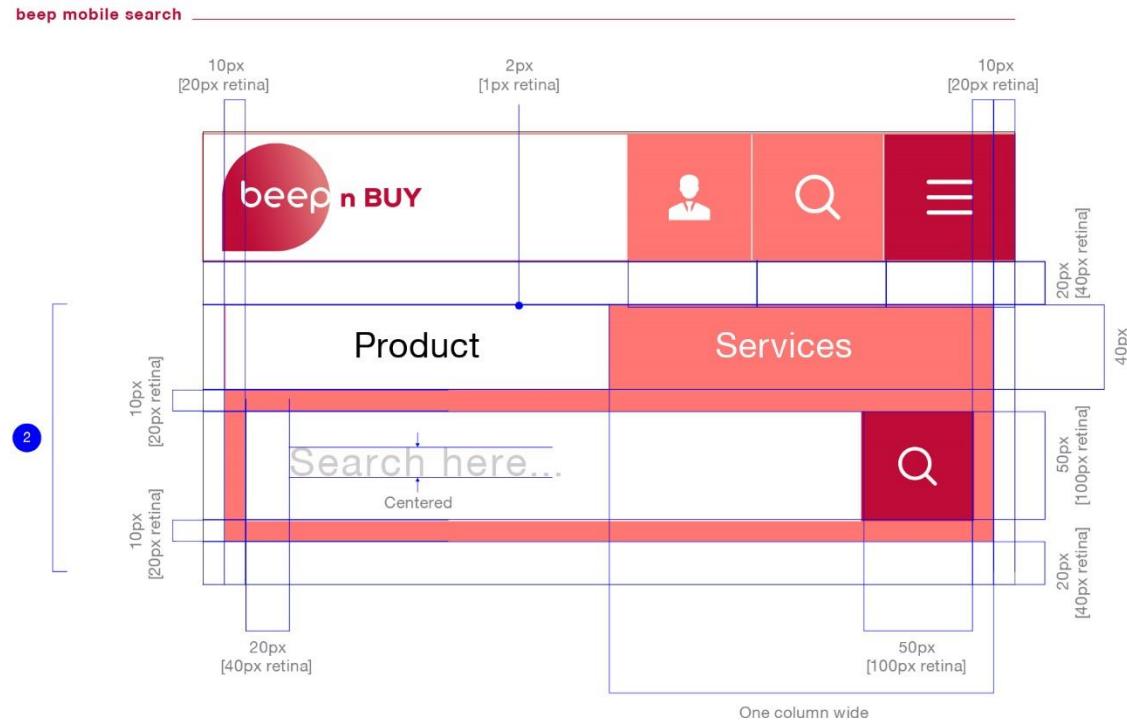
Helvetica Regular 32px #000000

##### Font selected state:

Helvetica Regular 32px #FFFFFF

Search font: Helvetica Regular 40px #EC4C2C3

Border: 2px #FF5C5E



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## 3.7 Mobile navigation measurements

### Open menu measurements

These rules have been created for consistency and balance of function and aesthetic.

#### 1. Primary navigation

Font normal state: Helvetica Regular 32px #FFFFFF

Font selected state: Helvetica 65 Medium 32px #FFFFFF

Arrow normal state: Helvetica Regular 32px #BE0B37

Arrow selected state: Helvetica 65 Medium 32px #BE0B37

Background colour: #BE0B37

Dividing line: 2px #FF5C5E

#### 2. Secondary navigation

Font normal state: Helvetica Regular 32px #FFFFFF

Font selected state: Helvetica 65 Medium 32px #FFFFFF

Arrow normal state: Helvetica Regular 32px #BE0B37

Arrow selected state: Helvetica 65 Medium 32px #BE0B37

Background colour: #FF5C5E Dividing line: 2px #FF5C5E

#### 3. Global navigation

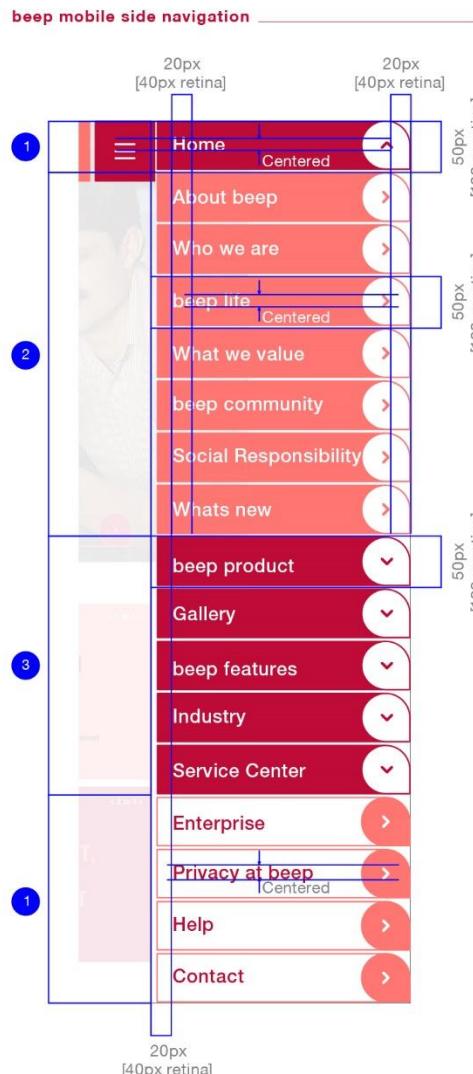
Font normal state: Helvetica 65 Medium 32px #BE0B37

Font selected state: Gotham Narrow Medium 32px #FF6666

Arrow normal state: Helvetica 65 Medium 32px #BE0B37

Arrow selected state: Helvetica 65 Medium 32px #BE0B37

Background colour: #FF5C5E



# COMPONENTS



## 3.8 Optional notification bar

### Messages and Notification

A notification bar is to be used for site wide messages. The main function is to broadcast key information to users such as cookie declarations.

The bar always appears at the top of the page and has to be dismissed by users. Once the user has interacted with the message, website cookies should ensure it doesn't appear again.

### Bookmarking functionality

For content heavy sites that require multiple Level 1 pages, this bar can be used as bookmarking system. When a L1 page is selected, the message appears asking if the user would like to set as default.

#### 1. Desktop message text

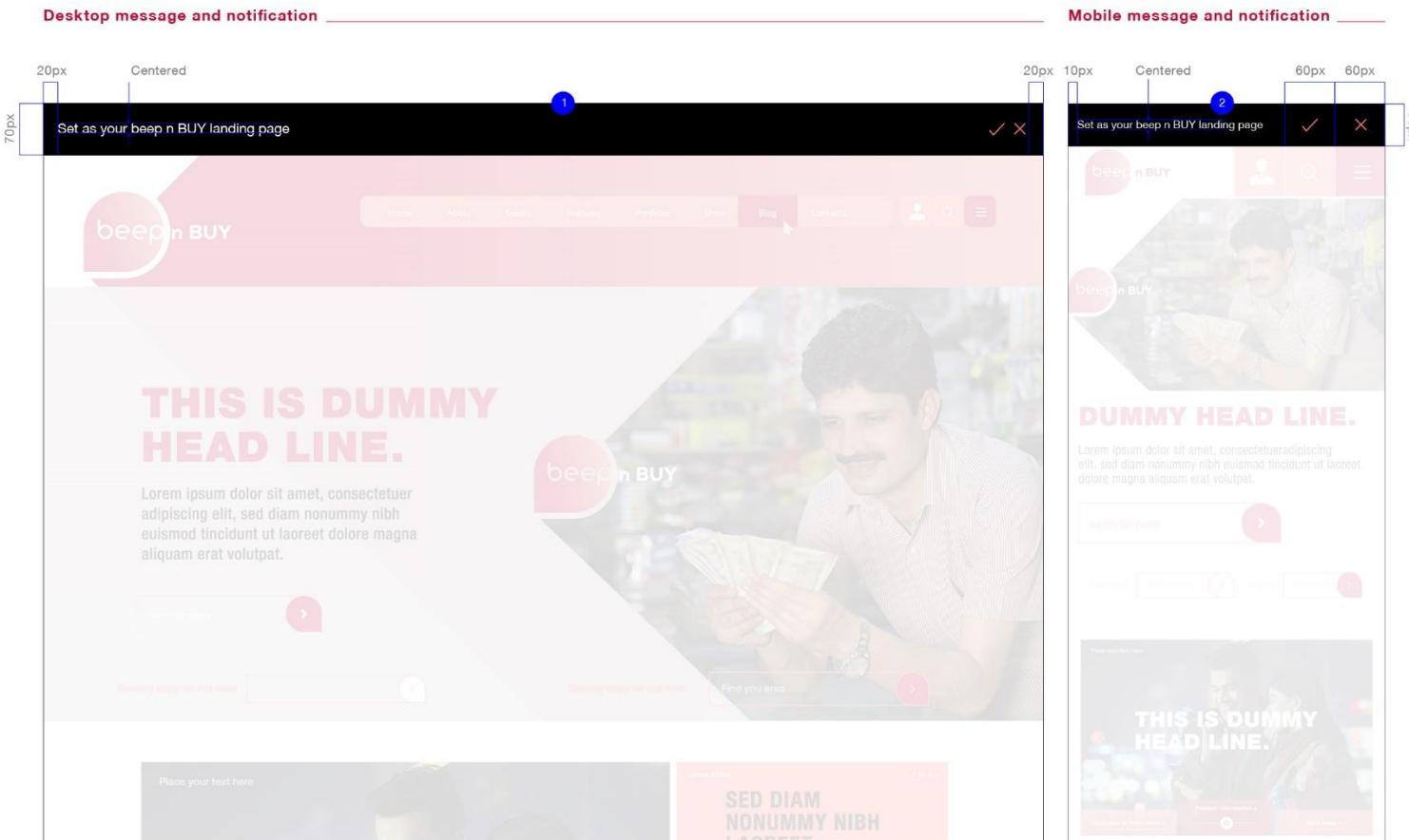
Font: Helvetica Regular

Size: 16px Colour: #FFFFFF

#### 2. Mobile message text

Font: Helvetica Regular

Size: 16px Colour: #FFFFFF



# COMPONENTS



## 3.9 Footer

### The footer structure

beep n BUY footer is a standard signoff for all beep brand sites and has been developed to maintain consistency across the suite of sites and ultimately draw users back to the main beep site.

The footer is broken into two parts; a page signoff and the global footer.

### Page signoff

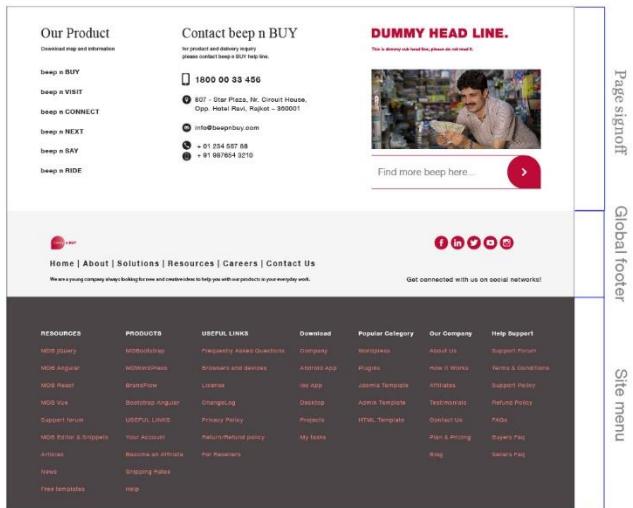
This is an optional module that can be added onto the footer that adds extra links, tools and entry points into beep n BUY sites.

### Global footer

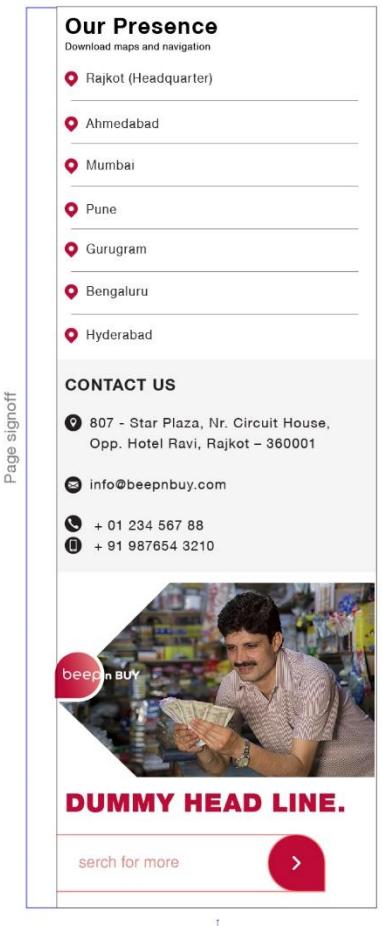
This is essential for any brand site and responsive application. It reinforces a consistent look and feel directs users back to the main site.

**Note:** Campaign sites are exempt from the global footer, see [section 4.2](#) for more on campaign sites.

#### Desktop and tablet footer



#### Mobile footer



# COMPONENTS



## 3.10 Desktop footer measurements

### Desktop footer

Measurements for building the footer on desktop are explained here. Measurements must be followed for consistency. For font styling, see section 2.6.

### Desktop footer



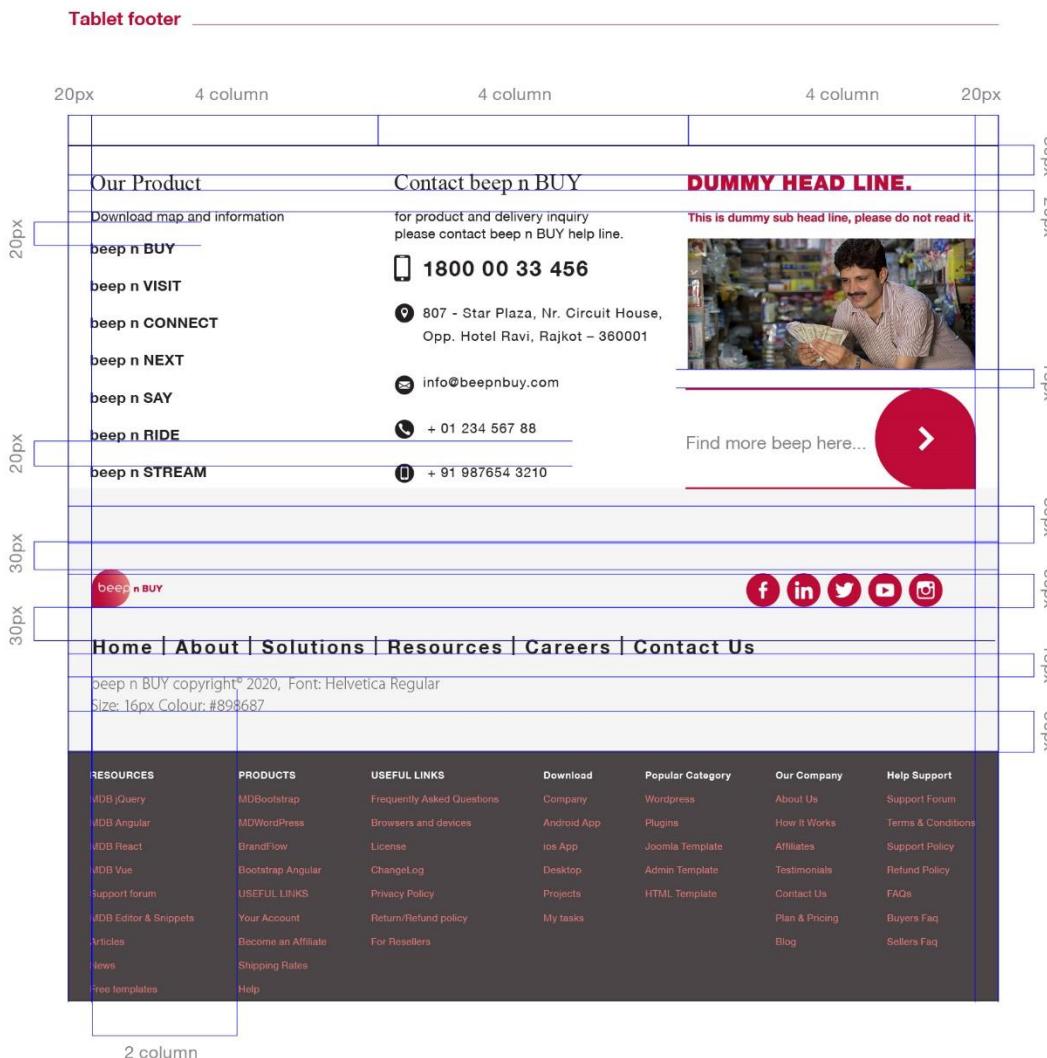
# COMPONENTS



## 3.11 Tablet footer measurements

### Tablet footer

Measurements for building the footer on Tablet are explained here. Measurements must be followed for consistency. For font styling, see section 2.6.



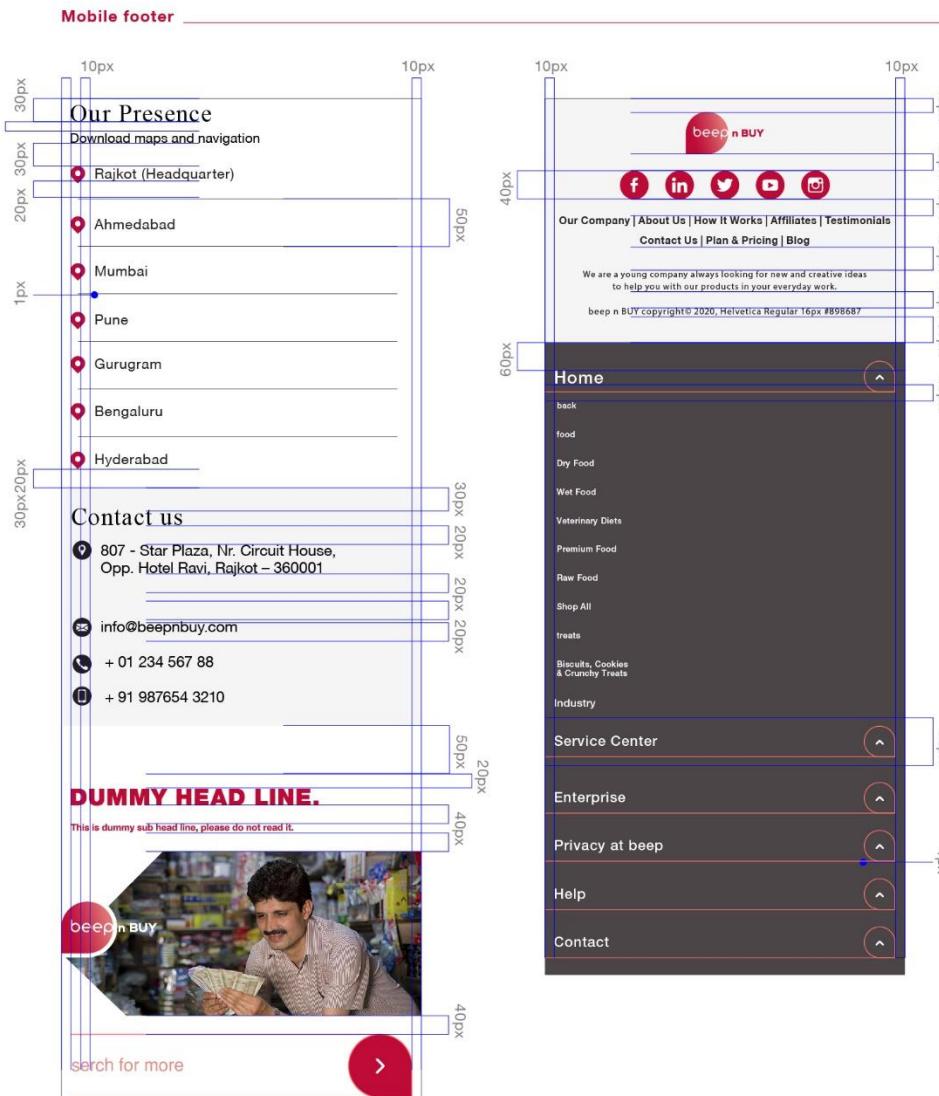
# COMPONENTS



## 3.12 Mobile footer measurement

### Mobile footer

Measurements for building the footer on mobile are explained here. Measurements must be followed for consistency. For font styling, see section 2.6.



# COMPONENTS



## 3.13 Internal page - Navigation

Building internal templates

Internal templates can be designed using the content grids available in **section 1.2**, for sites with more than 3 levels of content the an internal navigation and breadcrumb system should be used as to not clutter the main navigation.

**Note:** No more than 4 levels of content should be used. This will ensure users don't get lost when navigating the site.

### 1. Breadcrumbs

Used as a reference point for content heavy sites, breadcrumbs can make navigating easier. For font instructions, see **section 2.6**.

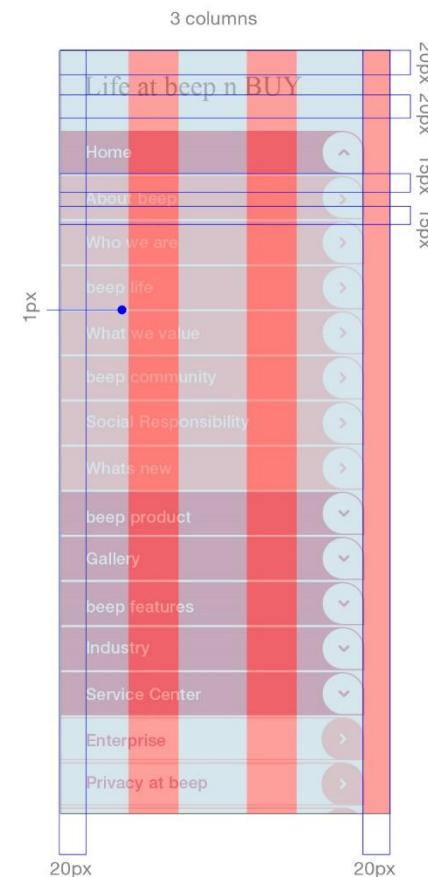
### 2. Left hand navigation

The left hand navigation is used for levels not able to fit in the masthead and mega nav. This navigation contracts into a dropdown menu on mobile. This follows the standard dropdown form style in **section 2.14**.

Level 2 navigation

This screenshot illustrates a level 2 navigation structure. The sidebar on the left contains two levels of dropdown menus. The first level includes Home, About beep, Who we are, beep life, What we value, beep community, Social Responsibility, Whats new, beep product, Gallery, beep features, Industry, Service Center, Enterprise, Privacy at beep, Help, and Contact. The second level under 'About beep' includes Clients, Blog, Case Studies, Resources, Social, and Overview. The main content area features a hero image of a man holding money, a headline "THIS IS DUMMY HEAD LINE.", a sub-headline "ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION.", and a section titled "Best Features".

Desktop level 2 left hand navigation



Mobile level 2 left hand navigation

This screenshot illustrates a mobile level 2 left hand navigation. The sidebar is collapsed into a single column of icons. The main content area features a hero image of a couple, a headline "ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION.", and a section titled "Best Features".

# COMPONENTS

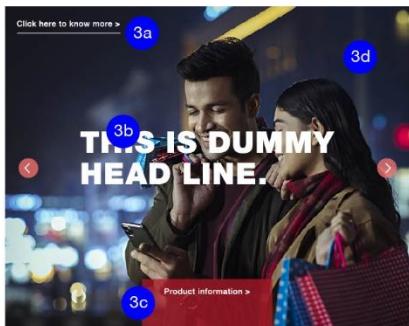
## 3.14 Internal page - feature tiles

### D-features, copy, image and icons

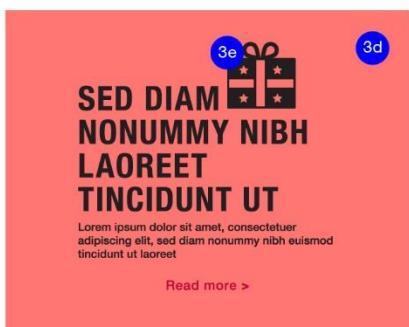
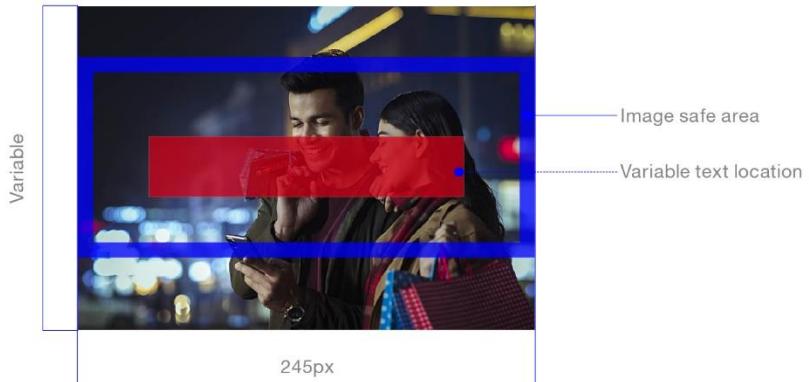
The d-feature components are made from the following visual elements:

- 3a. D-feature title
- 3b. H4 - Headline copy
- 3c. D-feature link
- 3d. D-feature solid colour or image.
- 3e. D-feature icons

### D-features



### Desktop d-feature image safe area



# 4

## CAMPAIGN SITES

- 
- 4.1 Implementing the brand
  - 4.2 Campaign site structure
  - 4.3 Campaign navigation
  - 4.4 Reference business standard website banners

# CAMPAIN SITES

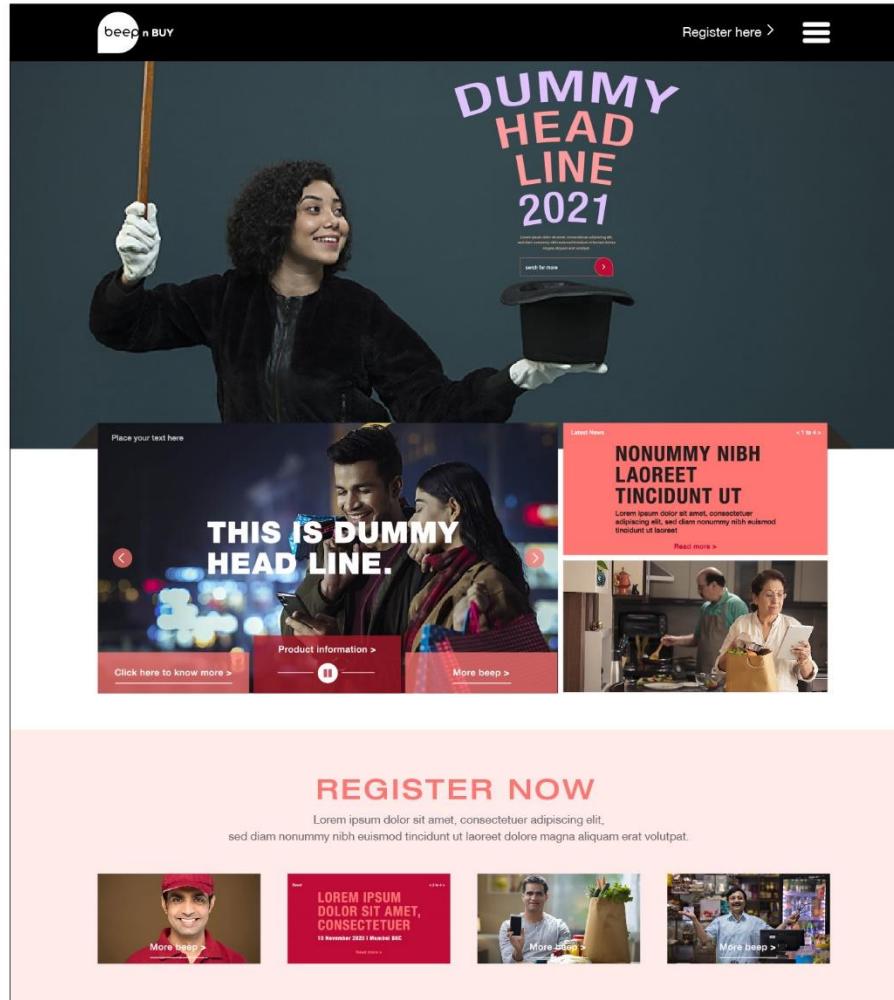


## 4.1 Implementing the brand

### Designing a campaign site

Campaign sites by design are created to engage customers. With this in mind, when creating campaign sites for beep n BUY, there is an element of flexibility around certain guidelines in the master brand.

However, campaign sites created for the beep n BUY should always remain consistent in overall presentation and remain recognisable to the beep. Following these guidelines will ensure correct use and an effective outcome across multiple platforms.



# CAMPAIGN SITES



## 4.2 Campaign site structure

### Implementing the new brand

The campaign sites look and feel, including colours, fonts, graphic elements have to be approved by marketing.

#### 1. Navigation bar

The navigation bar has to be present on every campaign websites.

#### 2. Feature space

Real estate designed for heading, supporting copy and CTA.

#### 3. Modular features

The 3 modules can be removed if not needed.

Open Day desktop microsite

Open Day mobile microsite

80px

590px

70px

30px

50px

70px

70px

80px

60px

330px

1. Navigation bar

2. Feature space

3. Modular features

# CAMPAIN SITES



## 4.3 Campaign navigation

**Desktop campaign top navigation area**

1140px wide, 80px height. Logo at 25px, Register here at 28px, and menu icon at 28px from the right edge.

**Mobile campaign top navigation area**

60px height. Logo at 10px, menu icon at 15px from the right edge, and centered text.

**Desktop campaign navigation menu overlay**

Centered. Shows 'DUMMY HEAD LINE' and '2021'.

**Mobile campaign navigation menu overlay**

Centered. Shows 'DUMMY HEAD LINE' and '2021'.

**Desktop campaign navigation registration dropdown**

1140px wide, 60px height. Includes fields for email address, first name, last name, and a 'Register now' button.

**Examples of desktop campaign top navigation area in alternate colours**

Shows three variations of the top navigation bar in red, blue, and purple, each with the same layout: logo, register here button, and menu icon.

# CAMPAIGN SITES



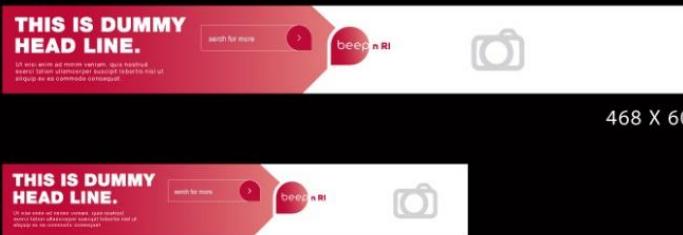
## 4.4 Reference business standard website banners



300 X 250



728 X 90



468 X 60



320 X 50



200 X 200



120 X 60

# NATIVE APPLICATIONS

5.1 Implementing the new brand

5.2 Store icons

5

# NATIVE APPLICATIONS



## 5.1 Implementing the new brand

### General guidelines

Regarding beep n BUY apps the use of the following must be respected:

- Digital color palette
- Fonts
- Buttons and controls
- Imagery style
- Iconography style

If the app is designed for a specific product or campaign the color palette may be expanded.

The brand fonts must be used but can be used with more freedom. For example, Helvetica Regular light uppercase may be used for headings



# NATIVE APPLICATIONS



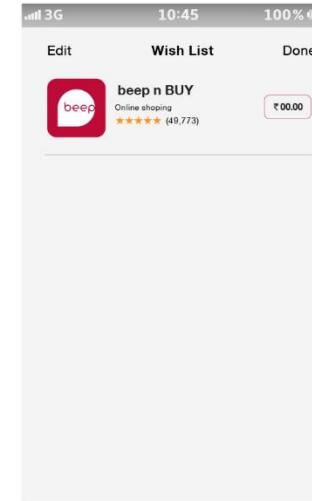
## 5.2 Store icons - Master brand

### Overall

To maintain a contemporary look across apps for the beep n BUY, icons should only use a flat color treatment.

The graphic element should use a maximum of 3 colours maximum to ensure readability.

The main beep n BUY app features the shield on the primary Crimson colour



# NATIVE APPLICATIONS

## 5.3 Store icons - Primary

### Overall

Apps icons should be built with a maximum of 3 colours and maintain an iconographic/ illustrative look and feel. Designs should not be overly complex so that they remain recognisable at smaller sizes.

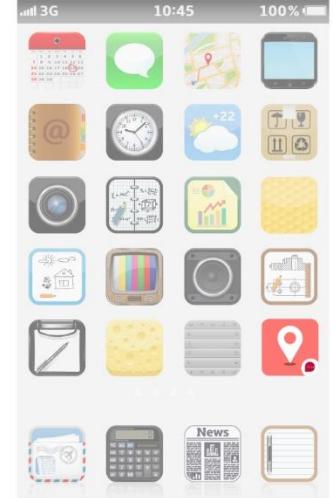
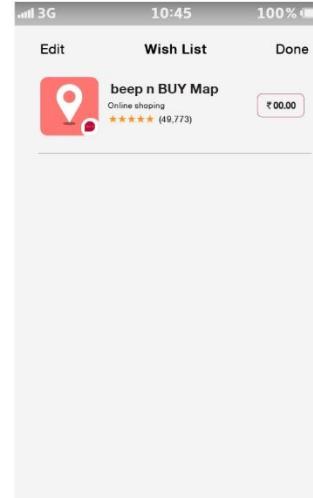
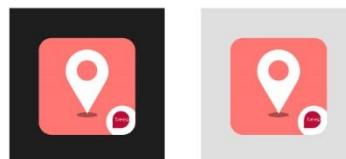
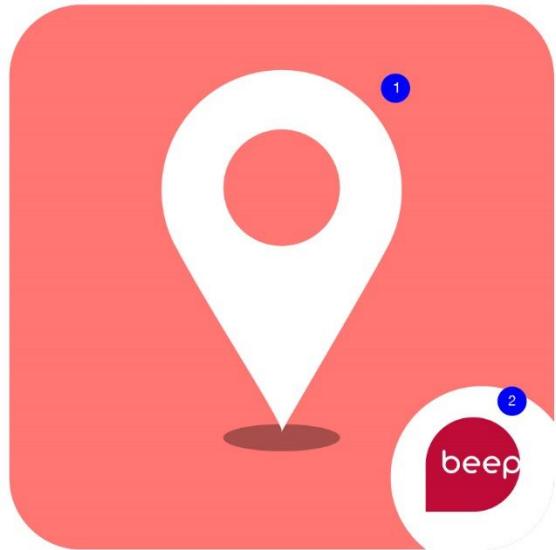
Use brand colours is preferred with exceptions only with approval from marketing.

### 1. Graphic element

The graphic element uses a maximum of 3 colours.

### 2. Brand notch

The notch device has been created to maintain a unifying element across all Apps built for the beep. Contact marketing for the template to apply this



# NATIVE APPLICATIONS



## 5.4 Store icons - Secondary

### Overall

Apps icons should be built with a maximum of 3 colours and maintain an iconographic/ illustrative look and feel. Designs should not be overly complex so that they remain recognisable at smaller sizes.

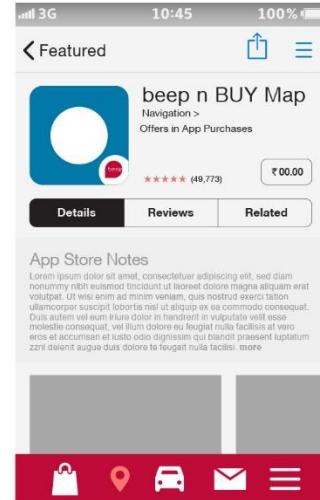
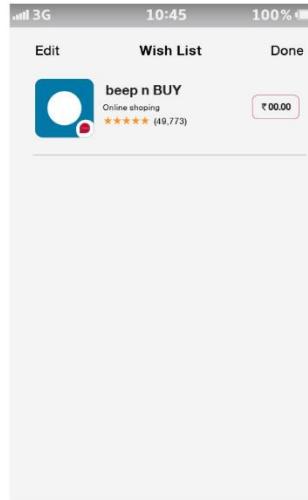
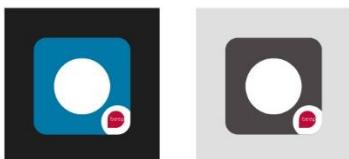
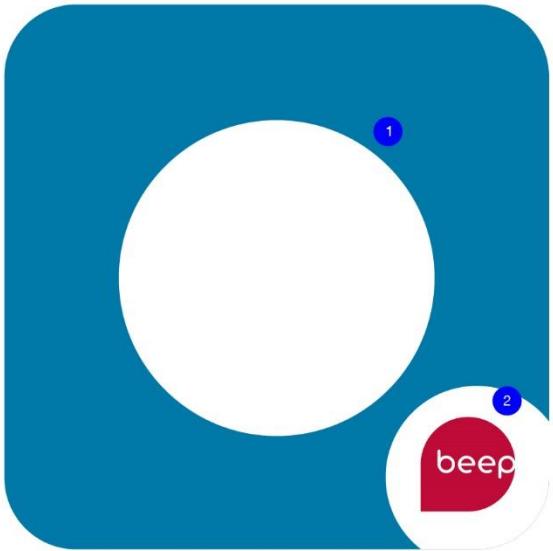
Use brand colours is preferred with exceptions only with approval from marketing.

### 1. Graphic element

The graphic element uses a maximum of 3 colours.

### 2. Brand notch

The notch device has been created to maintain a unifying element across all Apps built for the beep. Contact marketing for the template to apply this



# 6

## SOCIAL

**6.1** Social media

**6.2** Facebook

**6.3** Twitter

# SOCIAL



## 6.1 Social media

### Social media

Social media must follow a cohesive brand tone and presence. This is essential in establishing the updated brand look and feel for the beep n BUY.

The Facebook timeline for the 'beep n BUY' page features a large profile picture of a woman wearing a golden crown. Below it, a post from 'beep n BUY' says: 'THIS IS DUMMY HEAD LINE.' A call-to-action button 'Click here to view more' is present. The sidebar includes links for Home, About, Photos, Reviews, Events, Posts, and Community.

The Instagram feed for 'beep n BUY' shows a woman holding a red circular object with the word 'beep' on it. Another post shows a couple smiling with the text 'Lorem ipsum dolor'. The right side of the screen displays a color palette and several placeholder posts under the heading 'Lorem ipsum'.

# SOCIAL



## 6.2 Facebook

### Facebook guidelines

Check for the latest online guidelines for cover and profile photo:

<https://www.facebook.com/beepandbuy>

#### 1. Safe area

Focus element of the cover photo needs to be in this area, not behind the profile picture nor the copy and call to actions at the bottom.

Don't use text in cover photo. Only photos, studio shots or lifestyle shots.

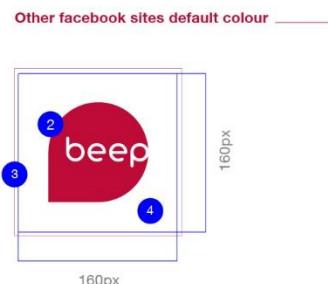
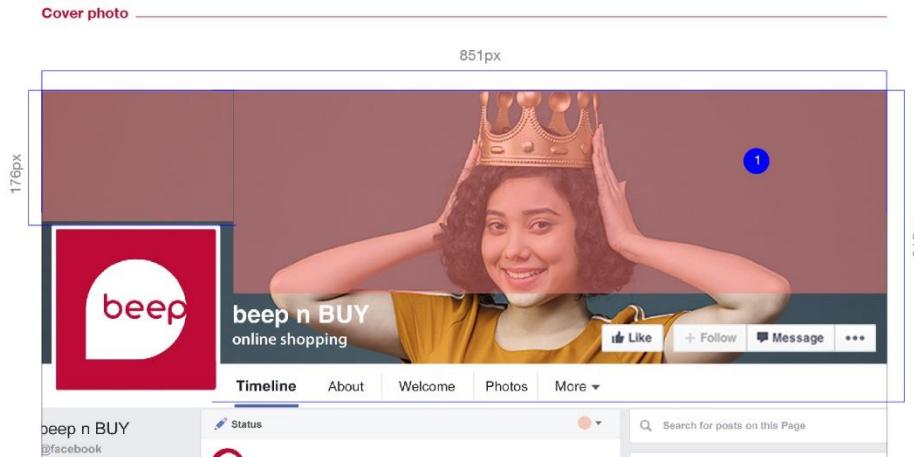
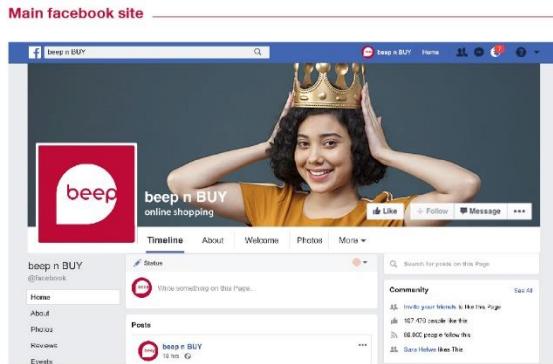
Profile photo should feature color relevant to the program that it represents, however if there are no defined colour, use a white background with the Crimson shield.

#### 2. Shield

Shield uses Crimson colour #BE0B37 and is 80px width.

#### 3. Divider

1px thick, #BE0B37



## 6.3 Twitter

### Twitter

Check for the latest online guidelines for cover and profile photo:

<https://twitter.com/beepnbuy>

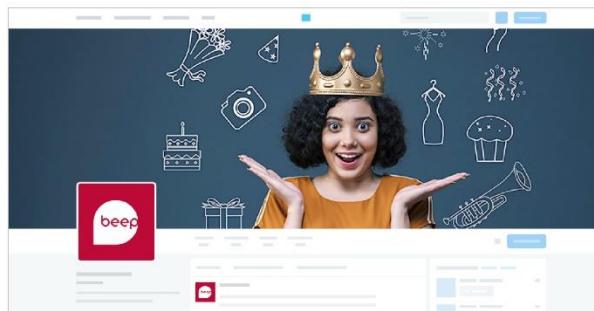
#### 1. Safe area

Focus element of the cover photo needs to be in this area, not behind the profile picture nor the copy and call to actions at the bottom.

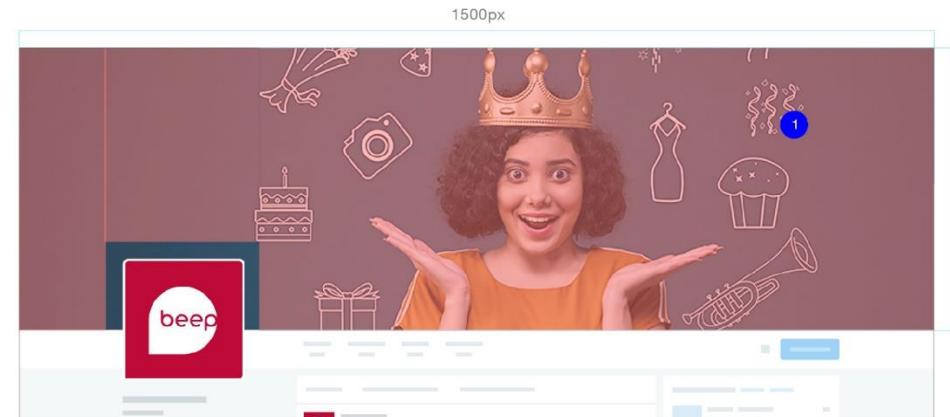
Don't use text in cover photo. Only photos, studio shots or lifestyle shots.

Profile photo should feature color relevant to the program that it represents, however if there are no defined colour, use a white background with the Crimson shield.

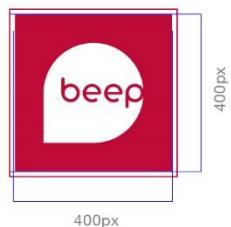
Main Twitter account \_\_\_\_\_



Main Twitter account \_\_\_\_\_



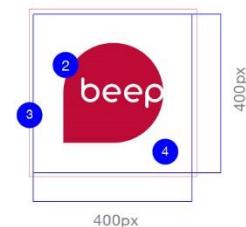
beep n BUY profile picture \_\_\_\_\_



400px

400px

Other Other Twitter accounts default colour \_\_\_\_\_



400px

#### 2. Shield

Shield uses Crimson colour #BE0B37 and is 80px width.

#### 3. Divider

1px thick, #BE0B37



**6**

# EMAIL

- 7.1** Brand emails
- 7.2** Marketing emails
- 7.3** Auto responders

# EMAIL



## 7.1 Brand emails

### Campaign email

Emails are built in a 600px container. Every rows containing copy have a 20px padding left, top, right, bottom. However images are full bleed.

### 1. Logo

Use the left aligned full colour version of the logo on a white stripe.

### 2. View on browser

A link to a browser version has to be present on every emails to ensure optimal experience.

### 3. Feature header

Colour of the feature header should bleed across the full width of the window.

### 4. Personalised message

#### Needs to be bold

Desktop Font-family: Open sans, Arial;  
Font-size: 16px;  
Line-height: 21px;

#### Mobile

Font-size: 32px  
Line-height: 46px

### 5. Body copy

Desktop  
Font-family: Open sans, Arial  
Font-size: 14px  
Line-height: 21px

#### Mobile

Font-size: 28px  
Line-height: 42px

### 6. Headings

#### Desktop

Font-family: Georgia, Times New Roman  
Font-size: 22px  
Line-height: 34px

#### Mobile

Font-size: 32px  
Line-height: 48px

### 7. CTA buttons

Only use an image for the arrow, the label should be live text and the border built in CSS.

### 8. Footer

Must be present on every campaigns emails.

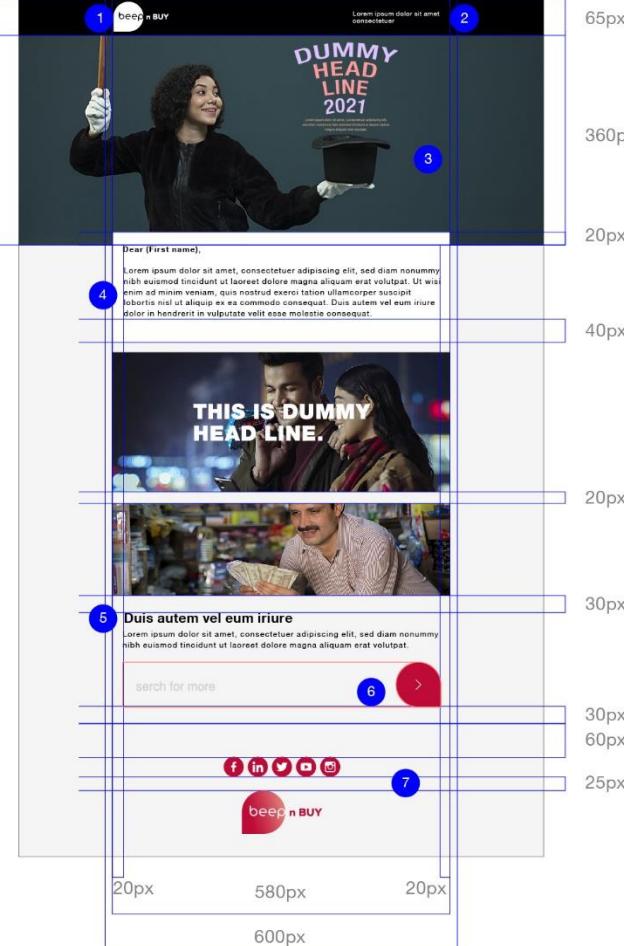
#### Desktop

Social icon 32x32px  
WSU shield 32x42px

#### Mobile

Social icon 45x45px  
WSU shield 24x32px

### Desktop



### Mobile



## 7.2 Campaign emails

### Campaign email

Emails are built in a 600px container. Every rows containing copy have a 20px padding left, top, right, bottom. However images are full bleed.

### 1. Logo

Use the left aligned full colour version of the logo on a white stripe.

### 2. View on browser

A link to a browser version has to be present on every emails to ensure optimal experience.

### 3. Feature header

Colour of the feature header should bleed across the full width of the window.

### 4. Personalised message

#### Needs to be bold

Desktop Font-family: Open sans, Arial;  
Font-size: 16px;  
Line-height: 21px;

#### Mobile

Font-size: 32px  
Line-height: 46px

### 5. Body copy

Desktop  
Font-family: Open sans, Arial  
Font-size: 14px  
Line-height: 21px

#### Mobile

Font-size: 28px  
Line-height: 42px

### 6. Headings

#### Desktop

Font-family: Georgia, Times New Roman  
Font-size: 22px  
Line-height: 34px

#### Mobile

Font-size: 32px  
Line-height: 48px

### 7. CTA buttons

Only use an image for the arrow, the label should be live text and the border built in CSS.

### 8. Footer

Must be present on every campaigns emails.

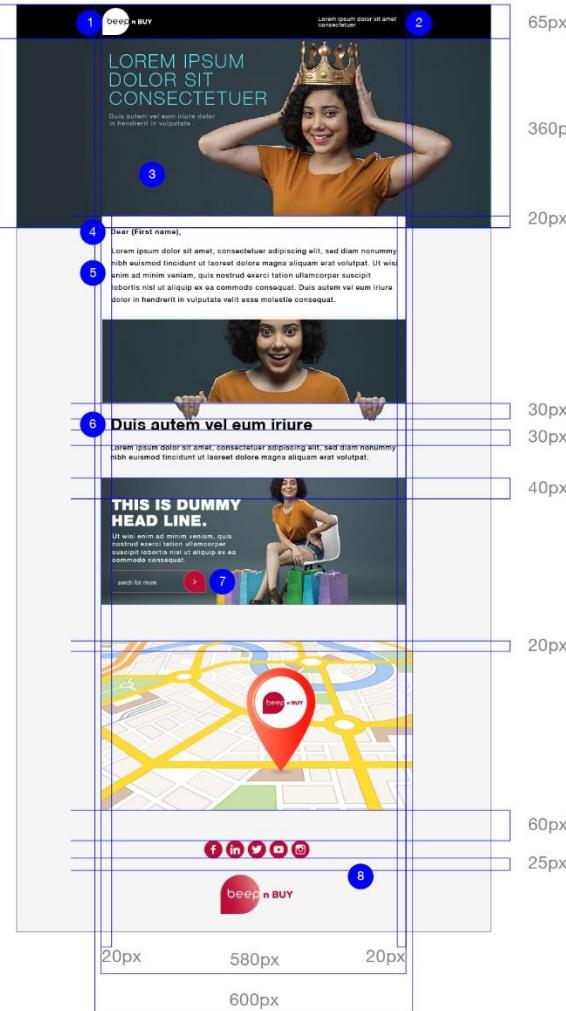
#### Desktop

Social icon 32x32px  
WSU shield 32x42px

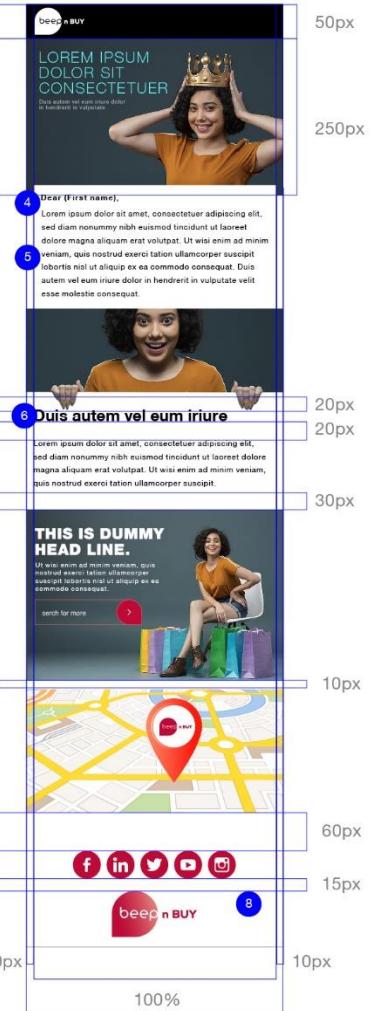
#### Mobile

Social icon 45x45px  
WSU shield 24x32px

### Desktop



### Mobile



## 7.3 Auto responders

### Campaign email

Emails are built in a 600px container. Every rows containing copy have a 20px padding left, top, right, bottom.

### 1. Logo

Use the left aligned full colour version of the logo on a white stripe.

### 2. View on browser

A link to a browser version has to be present on every emails to ensure optimal experience.

### 3. Feature header

Colour of the feature header should bleed across the full width of the window.

### 4. Personalised message

#### Needs to be bold

Desktop Font-family: Open sans, Arial;  
Font-size: 16px;  
Line-height: 21px;

#### Mobile

Font-size: 32px  
Line-height: 46px

### 5. Body copy

Desktop  
Font-family: Open sans, Arial  
Font-size: 14px  
Line-height: 21px

#### Mobile

Font-size: 28px  
Line-height: 42px

### 6. Headings

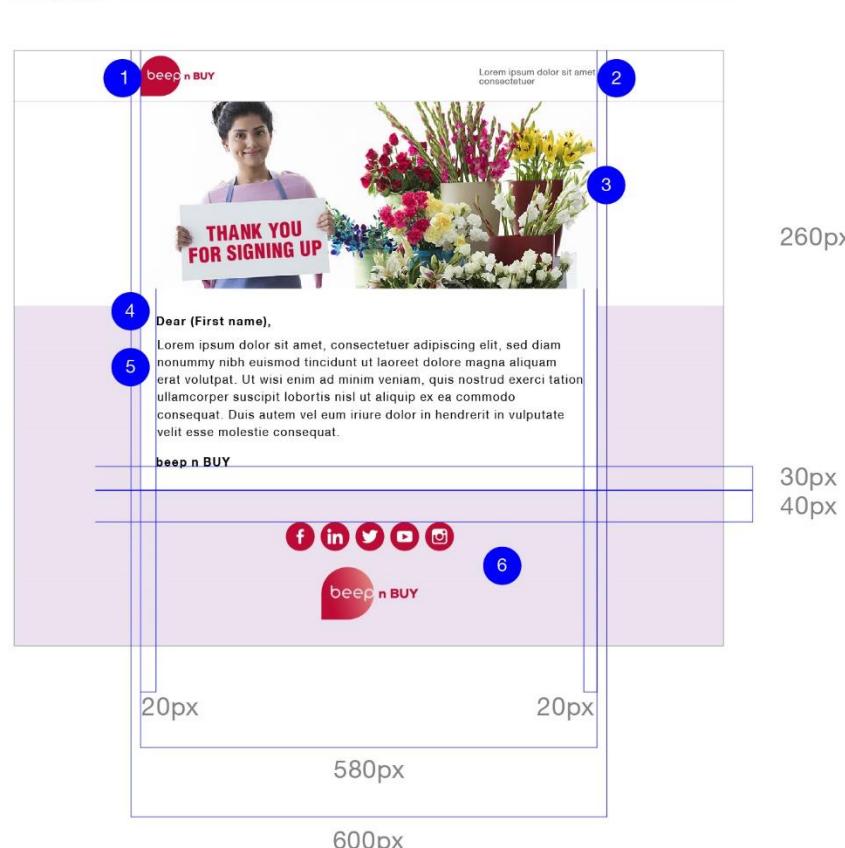
#### Desktop

Font-family: Georgia, Times New Roman  
Font-size: 22px  
Line-height: 34px

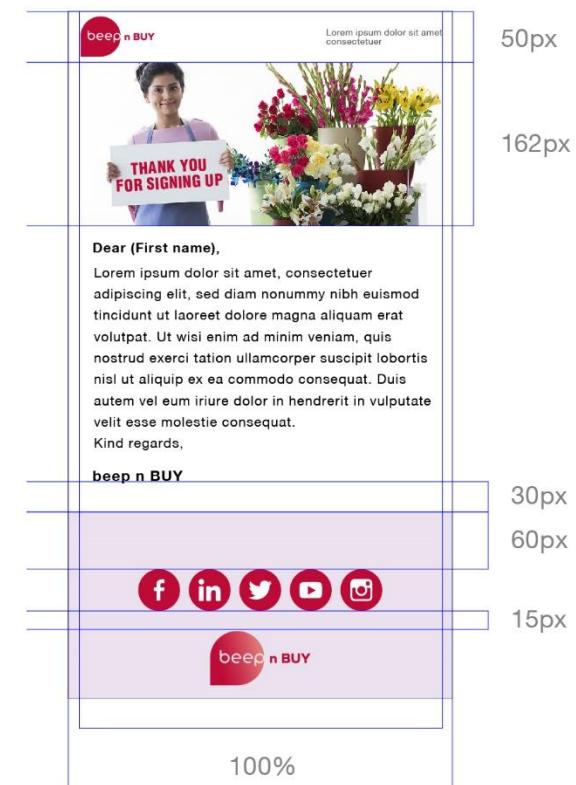
#### Mobile

Font-size: 32px  
Line-height: 48px

### Desktop



### Mobile



T H A N K   Y O U