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# **COSTCO STYLE GUIDE**



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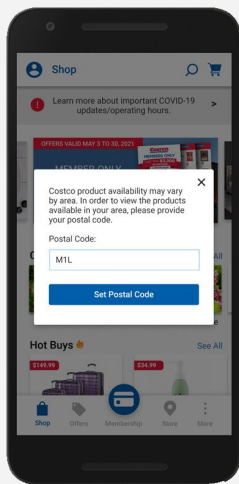
06 – UI Components

07 – Grid Systems & Spacing

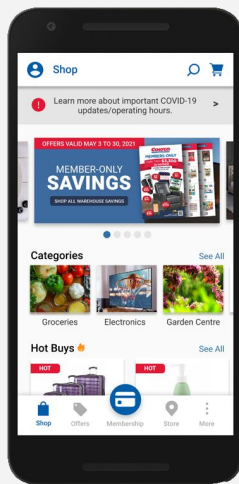
01

# TASK FLOW

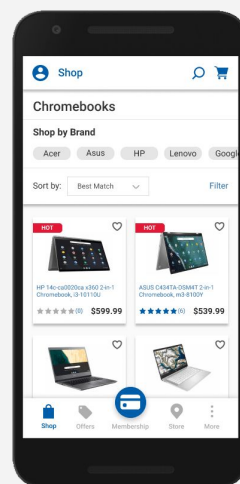
Adding a chromebook to cart



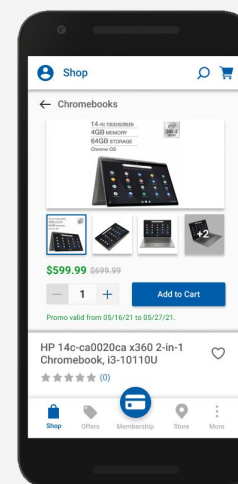
User enters  
postal code



Finds banner  
on Home Page



Looks through  
chromebooks

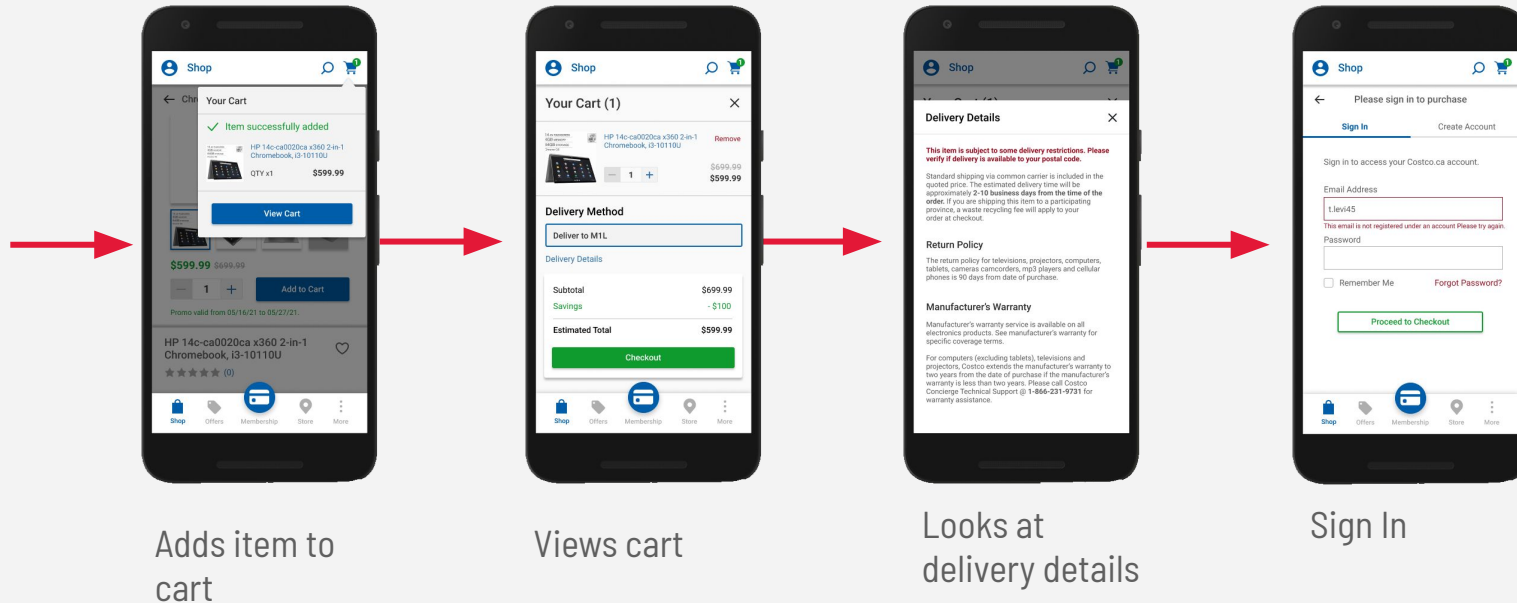


Looks at item  
details

01

# TASK FLOW

Adding a chromebook to cart



02

## LOGO

Clearance area around the logo should be same height as the three blue bars.

If on a coloured background there should be a white outline.

App Logo



Logo on White BG



Logo on Coloured BG



03

## TYPOGRAPHY

Roboto

Ag Ag Ag

Regular

Medium

Bold



# TYPOGRAPHY

<Header 1> Roboto Medium px22

**The quick brown fox jumps over the lazy dog.**

<Header 2> Roboto Bold px18

**The quick brown fox jumps over the lazy dog.**

<Subheader 1, CTA Text> Roboto Medium px14

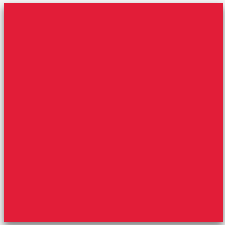
**The quick brown fox jumps over the lazy dog.**

<Body Text, Labels> Roboto Regular px12

The quick brown fox jumps over the lazy dog.

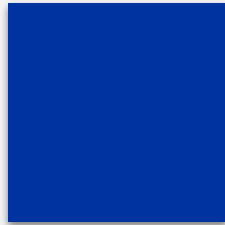
# COLOURS

## Primary



**HEX: #C8102E**

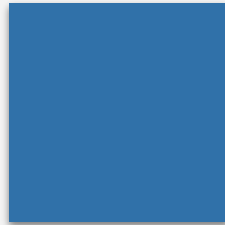
Use: Brand,  
Accent, Warning



**HEX: #0032A0**

Use: Brand,  
Icons

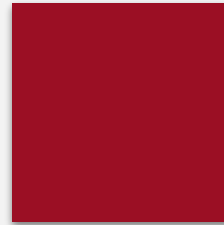
## Secondary



**HEX: #3071A9**

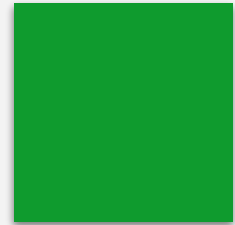
Use: Action Text

## Semantic



**HEX: #9B0F24**

Use: Warning  
Text



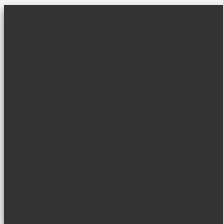
**HEX: #0F9B2E**

Use: Checkout  
CTA, Success



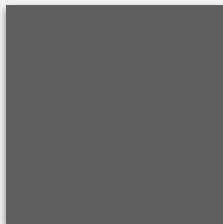
# COLOURS

## Neutrals



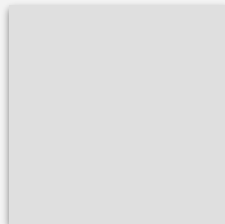
**HEX: #333333**

Use: Bold text,  
Headers



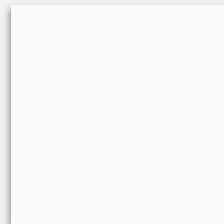
**HEX: #5F5F5F**

Use: Body  
text, Icons



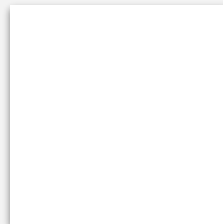
**HEX: #DFDFDF**

Use: Inactive  
states



**HEX: #FAFAFA**

Use: Main  
background colour



**HEX: #FFFFFF**

Use: Secondary,  
Navigation bar

05

# ICONOGRAPHY

## Navigation

### Top Navigation - 22x22



User Info



Cart  
(no  
items)



Cart  
(with items)



Search

### Bottom Navigation - 22x22



Shop  
(Active)



Offers  
(Active)



Membership



Store  
(Active)



More  
(Active)



Shop  
(Inactive)



Offers  
(Inactive)



Store  
(Inactive)



More  
(Inactive)

### Membership- 26x26



My Account



My Orders

### Department & Services - 26x26



Business  
Centre



COVID-19  
Information



Grocery



Photo  
Centre



Tires



Travel

05

# ICONOGRAPHY

Action

## Suggested - 22x22



Check



Hot Deals



Important

## Symbol - 26x26



Cross



Minus  
(Active)



Add  
(Active)



Like  
(Active)



Rating  
(Active)



Minus  
(Inactive)



Add  
(Inactive)



Like  
(Inactive)



Rating  
(Inactive)

## Direction - 22x22



Back



Learn More

06

# UI COMPONENTS

CTAs W:250px H: 35px

Enabled

Set Postal Code

Checkout

Disabled

Set Postal Code

Checkout

Selectors W:329px H:39px

Selected

Deliver to M1L

Acer

Not Selected

Deliver to M1L

Acer

Fields W:250px H: 35px

Filled

M1L

Default

M1L

# UI COMPONENTS

## Text Links

14px

See All

12px

Remove

## Labels W: 58px H: 19px

Used for popular items

HOT

## Visual Indicators

Used with sliders/carousels



## Numeric Stepper W: 121 H: 35

Disabled

Enabled

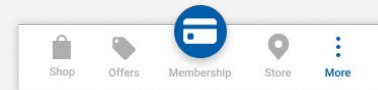


## Navigation Bars

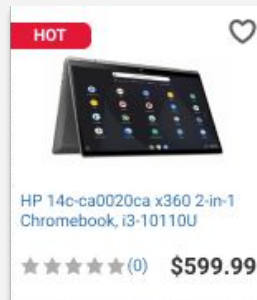
Top Bar W: 360 H: 56



Bottom Bar W: 360 H: 86



## Cards W: 178 H: 160

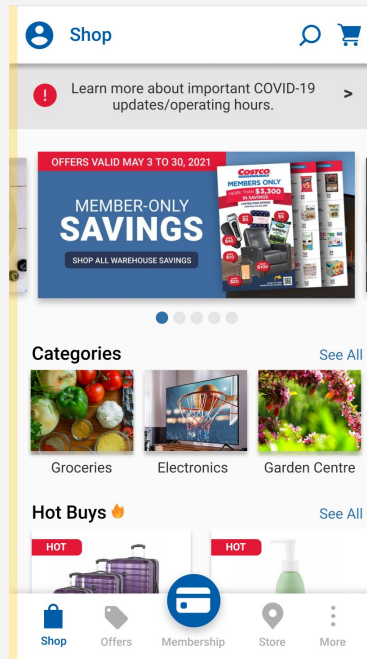


## Categories W: 100 H: 79

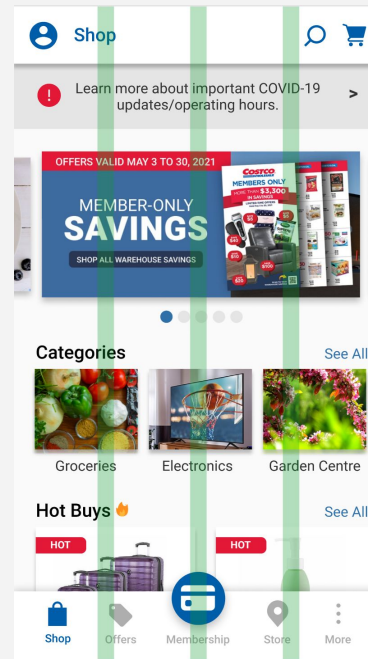


07

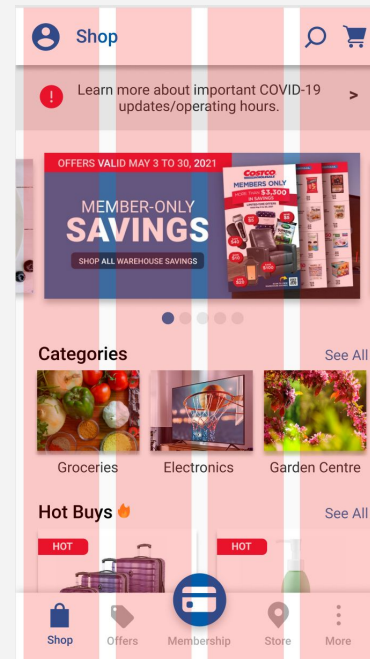
# GRID SYSTEMS



Margins  
8px



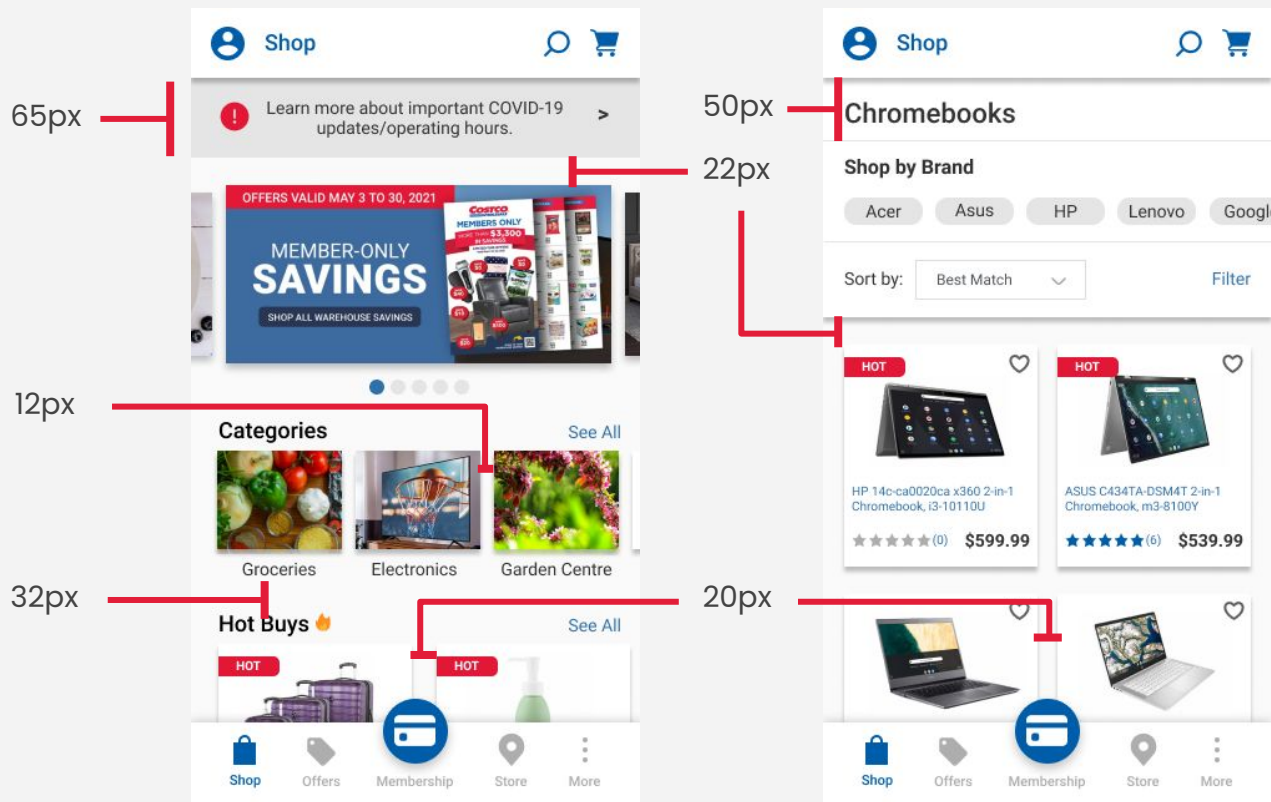
Gutters  
16px



Columns  
16px

07

# SPACING



# APPENDIX

<https://www.costco.ca/costco-app.html>

[https://media.corporate-ir.net/media\\_files/irol/83/83830/CostcoLogoStandards.pdf](https://media.corporate-ir.net/media_files/irol/83/83830/CostcoLogoStandards.pdf)

<https://www.figma.com/community/plugin/735098390272716381/Iconify>