



ResumePro + Encompass Style guide

May 2012

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# Table of Contents

INTRODUCTION .....	4
PURPOSE OF THIS DOCUMENT .....	5
GLOBAL DESIGN STYLE	
Design + Layout .....	6
Grid Structure .....	8
GLOBAL DESIGN ELEMENTS	
Typography .....	10
Colors .....	12
Buttons .....	13
Form Elements .....	14
Iconography .....	15
Notifications .....	16
Breadcrumbs + Pagination .....	17
Tables .....	18
Tooltips + Help .....	20
Messaging .....	21
Other Design Elements .....	22

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# Introduction

This style guide was developed to guide visual designers, content authors, web designers and development teams working for CareerBuilder on the continuous development and evolution of the ResumePro and Encompass sites.

This document provides high-level guidance on relevant fonts, color schemes, template structures, icons and other aspects of the website. This style guide is based on the visualization prototype and visual comps developed so far for the ResumePro and Encompass sites.

## Purpose of this Document

The purpose of this document is to provide a helpful, compact and convenient guide to the design elements based on the final visualization prototype and the final high level design comps. This style guide ensures that any further development of these sites maintains a consistent tone, look and feel which in turn will indicate to the users that this is a cohesive experience.

Finally, the look and feel of the site was originally designed to comply with the desired style by CareerBuilder. This document, as well as the design of the site, should conform to the standards outlined herein. This document should be viewed as an extension of said CareerBuilder brand standards.

As application specifications grow and expand, those elements should be added to the style guide to maintain a current reflection of the site experience.

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# Global Design Style

Encompass and ResumePro harness CareerBuilder's well-known brand to unite institutions, job seekers and numerous career resources into one cohesive user experience. Bringing a clean, modern and friendly aesthetic to the screen was second only to the application's ease of use.

Those aesthetic characteristics can be found in many of Encompass' robust features, because the more a user interacts with the application the more they will learn the capabilities of Encompass.

Encompass is:

- » Robust, but not rigid
- » Secure, but not invasive
- » A One-stop-shop, but not overwhelming
- » Intelligent, but not dogmatic
- » Professional, yet current
- » Intuitive, yet powerful
- » Encompass is a friend for life

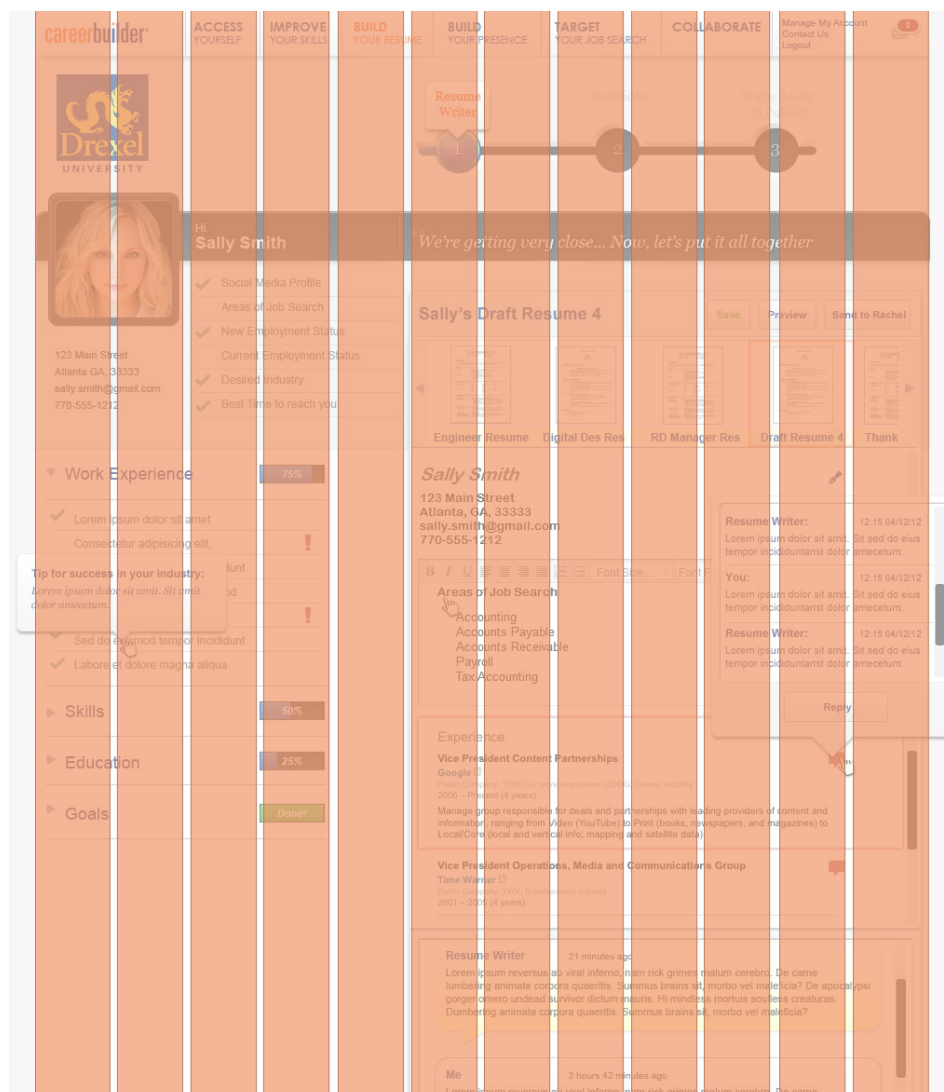
The screenshot shows the CareerBuilder website interface. At the top, the CareerBuilder logo is on the left (1), followed by a navigation bar with links: ACCESS YOURSELF, IMPROVE YOUR SKILLS, BUILD YOUR RESUME, DEFINE YOUR PRESENCE, TARGET YOUR JOB SEARCH, COLLABORATE, and Manage My Account. Below this is a header section for Drexel University (2) with a welcome message: "What is up, Sally? Welcome to Encompass, Your career friend for life!" (4). To the left of the main content is a user profile for Sally Smith (5), including her photo, name, and contact information. To the right is a "Your Documents" section showing a table of documents with columns for Days Elapsed, Days Left with Resume Writer, and Resume Pro Days Left. Below this is a "Jobs you may find interesting" section (6) featuring job listings from Adobe, Koh's, and HP. The bottom of the page includes a "Sponsored Links" section with various educational institutions and a footer with the copyright notice: © 2012 CareerBuilder.com | All worldwide rights reserved.

- 1) CareerBuilder logo
- 2) General Header + organization logo
- 3) Encompass navigation header
- 4) Welcome message
- 5) User profile information
- 6) Main content area

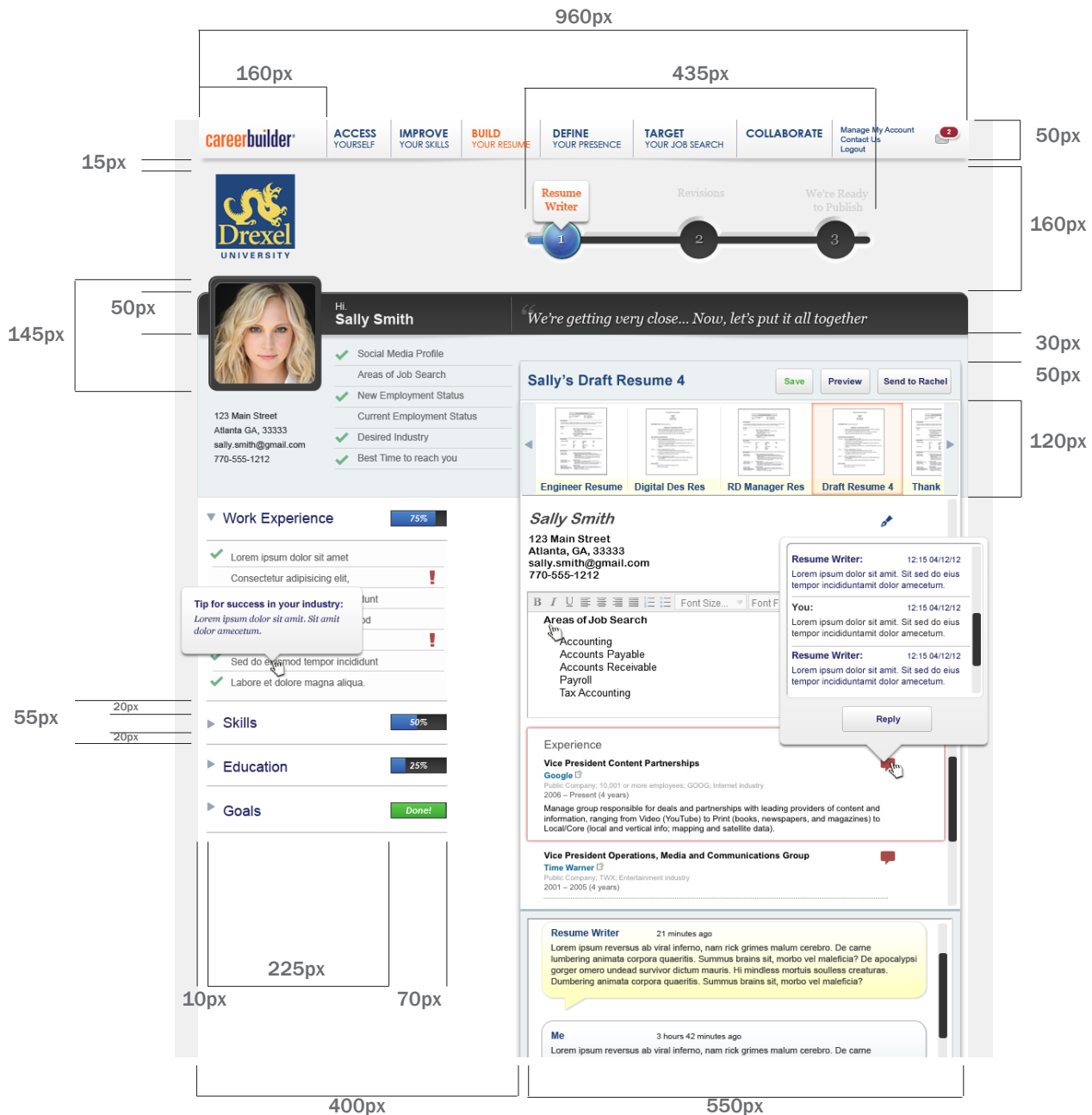
# Grid + Format

## Grid Structure

The application utilizes the 960px, 12 column grid system. This allows for maximum compliance amongst screen types and resolutions. The gutters should remain 10px and have 5px padding around the horizontal margins.







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# Global Design Elements

## Typography

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789vv**



Body Copy

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Georgia Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*



Effects, Tooltips + Headings

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Encompass Navigation

H1	Arial Bold	18pt	
H2	Arial Bold	14pt	
H3	Arial Bold	18pt	#21467B
H4	Arial Regular	18pt	
H5	Arial Regular	14pt	

Body copy Arial Regular 12pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean suscipit consectetur tincidunt. Nunc dapibus dolor vel purus aliquet blandit. Mauris facilisis lorem non erat volutpat. Phasellus pharetra sem in orci sodales rhoncus. Cras congue ultrices tincidunt. Nunc dapibus dolor vel purus aliquet blandit. Mauris facilisis lorem non eros accumsan ac lacinia diam varius.

Links #21467B

Hover #EF8652

Press #3C3C3C

**Selected** #21467B BG: #EBF1F3

Lists 18pt/12pt Arial

High Level

Lower Level

Sub Level

Sub Level

Lower Level

High Level

Dropdown 18pt/12pt Arial #21467b

▼ High Level

Lower Level

Sub Level

Sub Level

Lower Level

► High Level

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# Colors

The application is largely white-labeled, so colors will vary depending on user's organization and style.

## CareerBuilder Colors

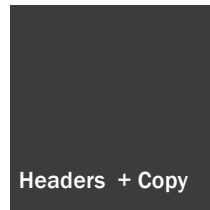


**#FF6600**  
R: 255  
G: 102  
B: 0

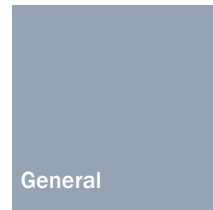


**#FF6600**  
R: 0  
G: 0  
B: 102

## Encompass Colors

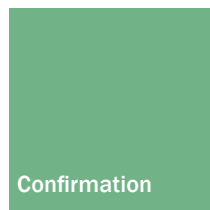


**# 3C3C3C**  
R: 60  
G: 60  
B: 60

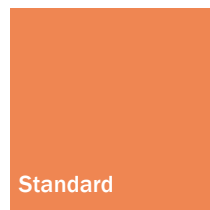


**#96A3B4**  
R: 150  
G: 163  
B: 180

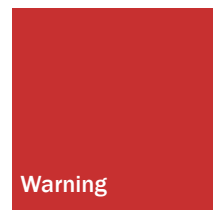
## Notification + Icons



**# 71B387**  
R: 113  
G: 179  
B: 135



**# EF8652**  
R: 239  
G: 134  
B: 82


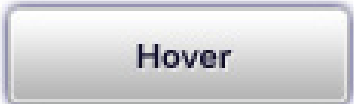



**#C73030**  
R: 199  
G: 48  
B: 48

# Buttons

There are four primary states of buttons: Active, Hover, Press and Disabled.

**The buttons all have a 5px border radius, a subtle gradient, and font of 11px Arial bold.**



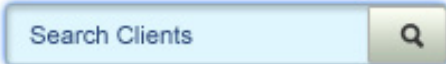
	Font Color
	#20205F
	#20205F
	#0E0E2B
	#C3C3C3

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## Form Elements

The application will display three different states for form fields. All states have internal labels of 11pt Arial.

### Search or form with button embedded
























































	Font: #CCC
	Font: #999999 BG: #F0F0F0, #FFF
	Font: #294676 BG: #DFF6FF Stroke: #97AAB7

### Standard form fields

	Font: #CCC
	Font: #294676 BG: #DFF6FF Stroke: #97AAB7
	Font: #C73030 Stroke: #C73030

# Iconography

There have been a number of icons created to account for a number of prescribed scenarios.

	Icon in Button	Icon in Body	Confirmation	Alert (positive)	Alert (negative)
Urgent					
Edit					
Check/Approve					
Mail Notification					
Scroll Horizontal					
Scroll Vertical					
Message					
Star					
Search					
Delete					
Archive					

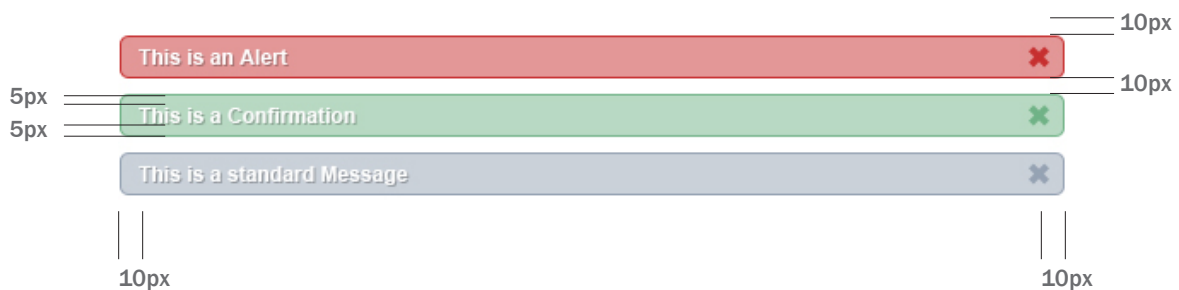
# Notifications



Alerts can appear within content such as tables, lists and Job seeker panels. Each alert is a 15px tall rounded rectangle with 5px corner radius. The copy within should be 11pt Arial Bold #FFFFFF.

Alerts within tables

Alert tabs all have a 5px corner radius, and a background set to 50% opacity. The text should be #FFFFFF with a 1px solid drop shadow.





## Breadcrumbs + Pagination

Breadcrumbs will be used in certain areas of the Administrative areas. They should be located towards the top of the main content area.

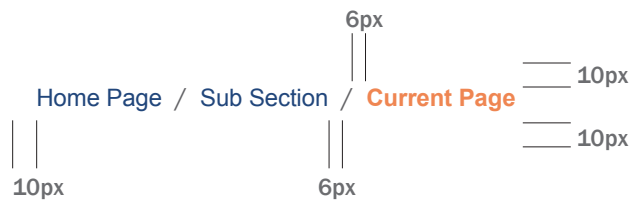
Font: 10pt Arial

High Level: #21467B

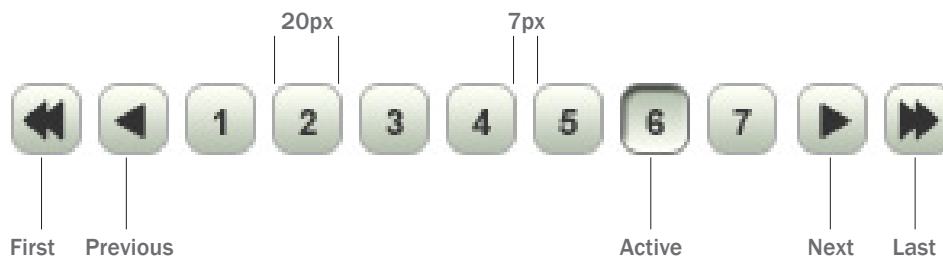
Current Page: Bold #EF8652

Slash/Break:

12px Arial #3C3C3C

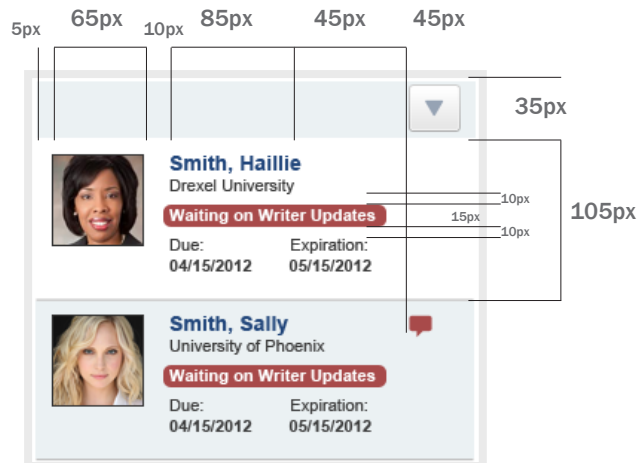
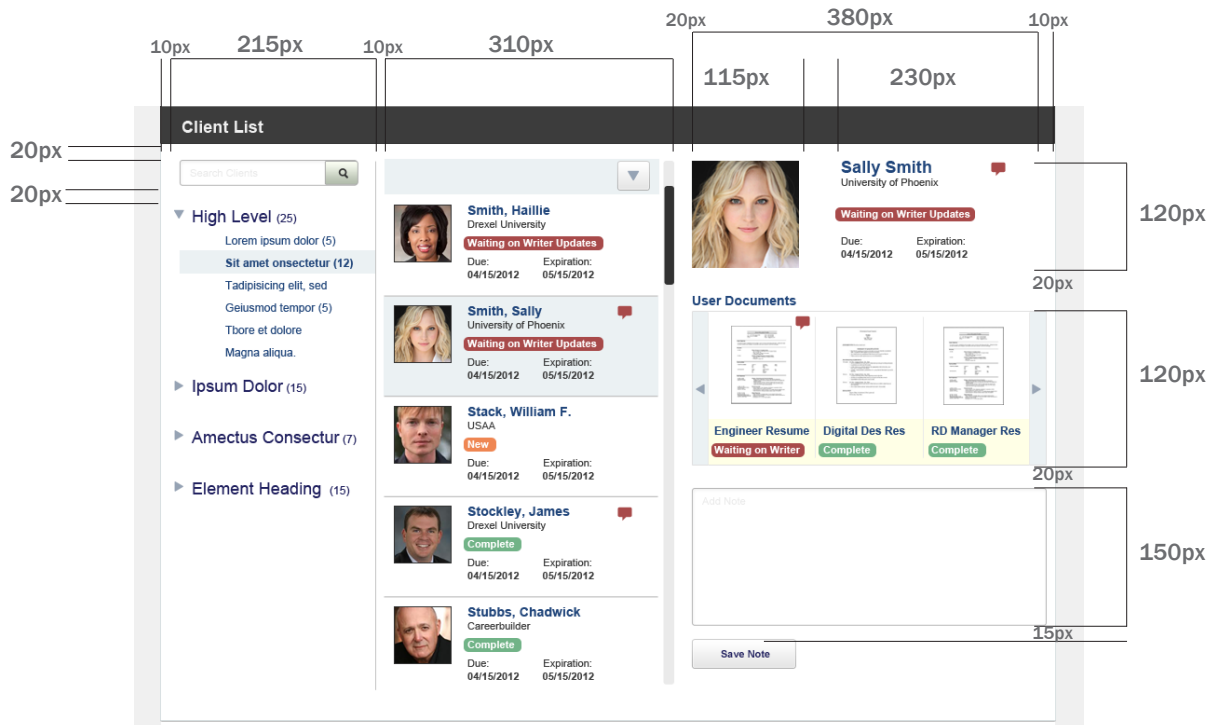


Pagination is placed at the bottom of the main content area for users to easily navigate to page numbers for longer content.














# Tables

Encompass will use two different types of tables. The first is a horizontal drill-down table (below), and the second is a traditional data display table.



Tables use 11pt Arial font, and cells are sorted by 1px borders all the way around.

Messages					
New Message					
	Date Received ▼	Due Date	From	Subject	Status
	04/01/2012	04/05/2012	Molly Hunter	Resume	Read
	04/01/2012	04/10/2012	Samantha Snelling	Feedback	Read
	04/01/2012	04/03/2012	Robert Johnson	Resume	Unread
	04/01/2012	04/15/2012	Rudy Mittens	Resume	Unread
	04/01/2012	04/17/2012	Christopher Deal	Expiration Date	Unread
© 2012 CareerBuilder.com   All worldwide rights reserved					

Messages						
40px		Date Received ▼	Due Date	From	Subject	Status
11pt		04/01/2012	04/05/2012	Molly Hunter	Resume	Read
		04/01/2012	04/10/2012	Samantha Snelling	Feedback	Read
10px		04/01/2012	04/03/2012	Robert Johnson	Resume	Unread
10px		04/01/2012	04/15/2012	Rudy Mittens	Resume	Unread
		04/01/2012	04/17/2012	Christopher Deal	Expiration Date	Unread

## Tooltips + Help

There are two types of tooltips used in the Encompass.

**The first are standard mouseover hovers.**

**Radius:** 5px

**Font:** Head: Arial 12pt      Body: *Georgia Italic 11pt*



**The second are messaging hovers**



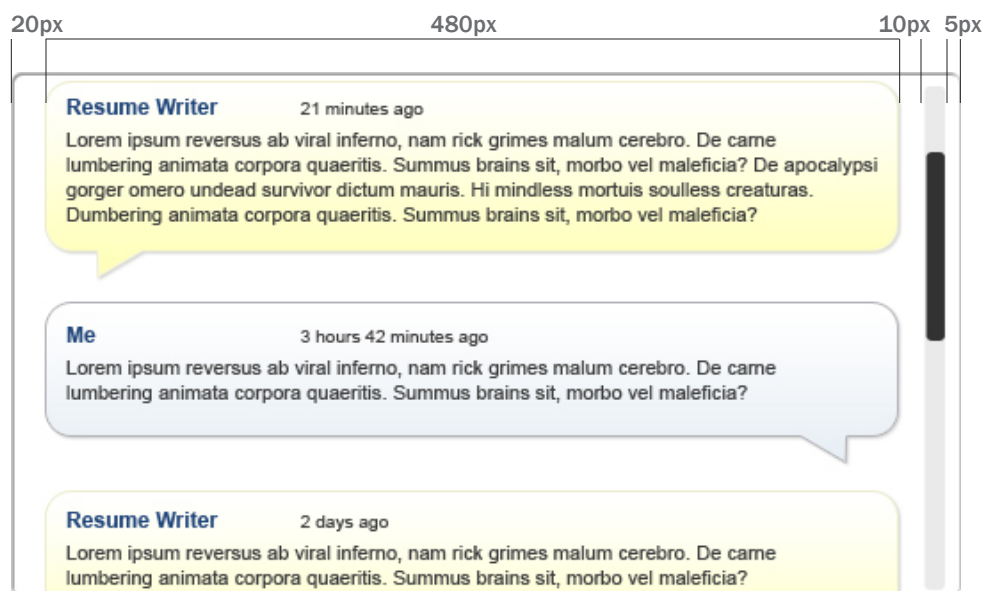
## Messaging

Messaging between resume writers and job seekers will be displayed within iconic speech bubbles. The bubbles will have 1px solid borders and a 1px drop shadow.

They will alternate color gradients from:

Active User: #FFFFFF, #FFFFB8

Other Participant: #FFFFFF, #E8EFF5

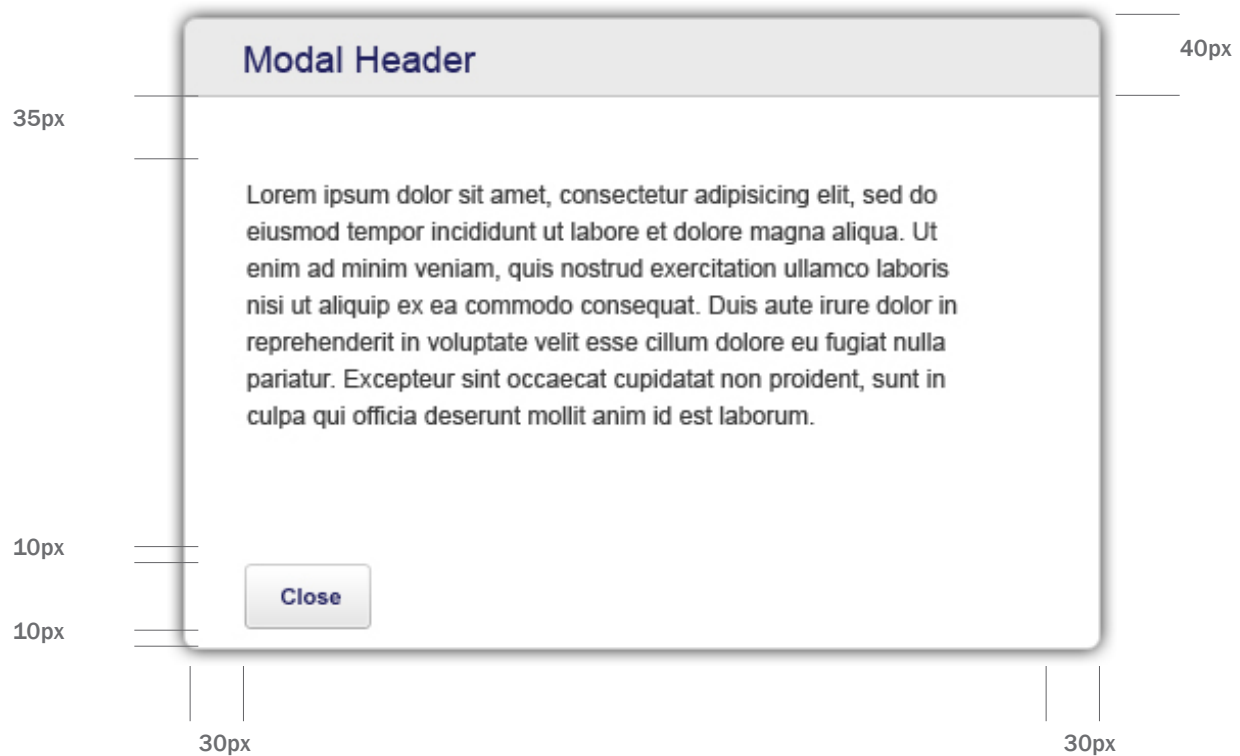


## Other Design Elements

### Progression Indicator

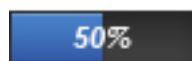


### Modal Windows



### Strength Indicators

Background: #2E2E2E, #434343  
 Active: #325AA7, #4880C6  
 Complete: #3CA732, #55C647  
 Font: Century Gothic Italic



### Ratings

Background: #2E2E2E, #434343  
 Active: #005C9D, #40A5DB  
 Inline Stroke: #6FC0FC



20px

10px

### Scroll Bar

