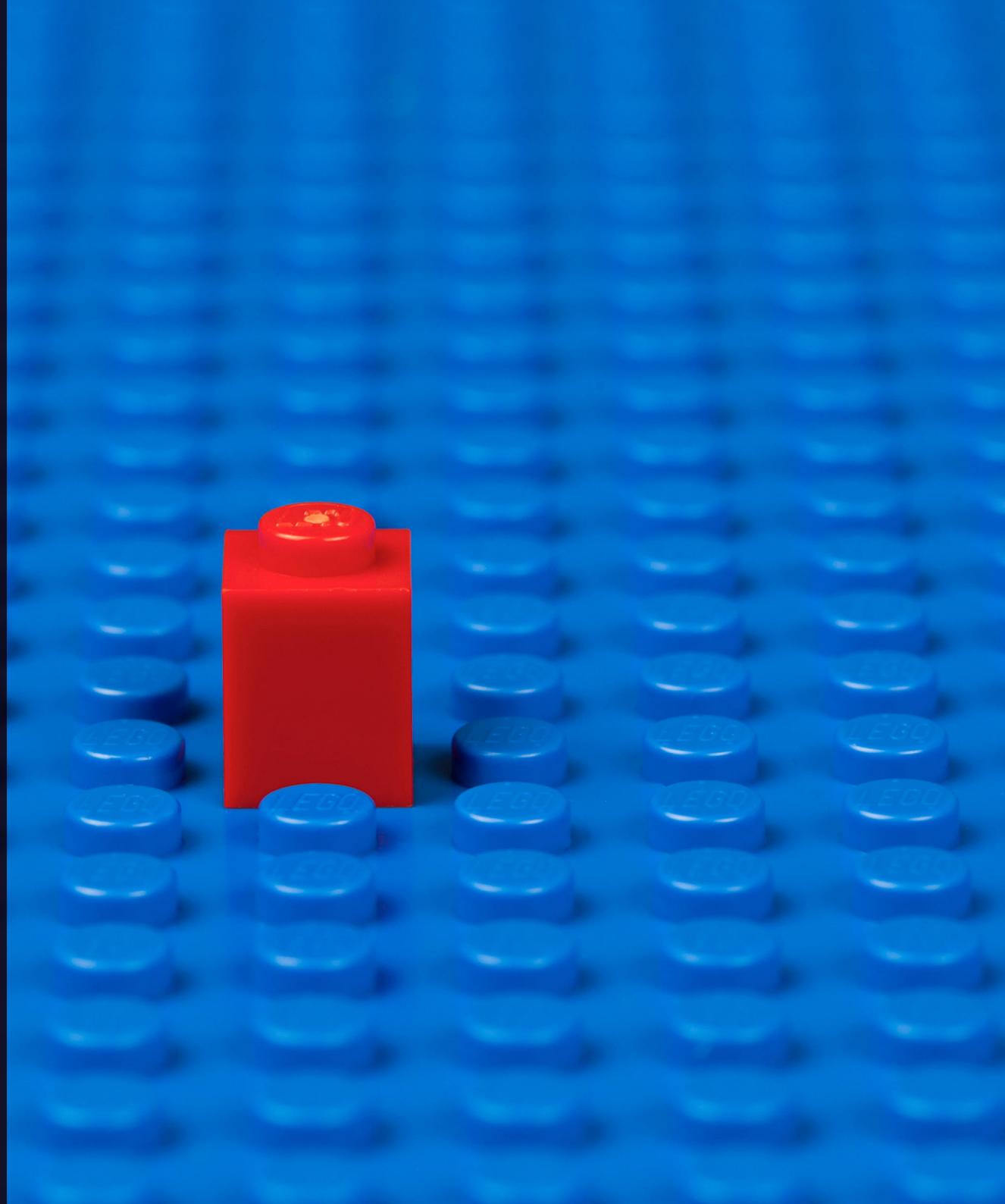


# alamy

## Digital brand guidelines

20 Mar 2017



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# Using the guidelines

These guidelines have been prepared to give an overview of Alamy digital brand and website structure.

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

The correct implementation of these guidelines is essential for the performance and overall consistency of the website.

Any queries or assistance related in the implementation of web assets and developments should be directed to the web team:

Kaldip Chohan  
[kaldip@alamy.com](mailto:kaldip@alamy.com)

Claire Denning  
[clairedenning@alamy.com](mailto:clairedenning@alamy.com)

# 1.1 Website grid

## The grid

For a contemporary and functional experience, a responsive, fluid grid system should be implemented. This should appropriately scale across 12 columns as the device or viewport size increases or decreases. This allows a consistent experience for all screen sizes and gives an accessible, industry-standard framework that will future-proof the build of all new pages. To maintain website proportions, the grid is set to a max content width of:

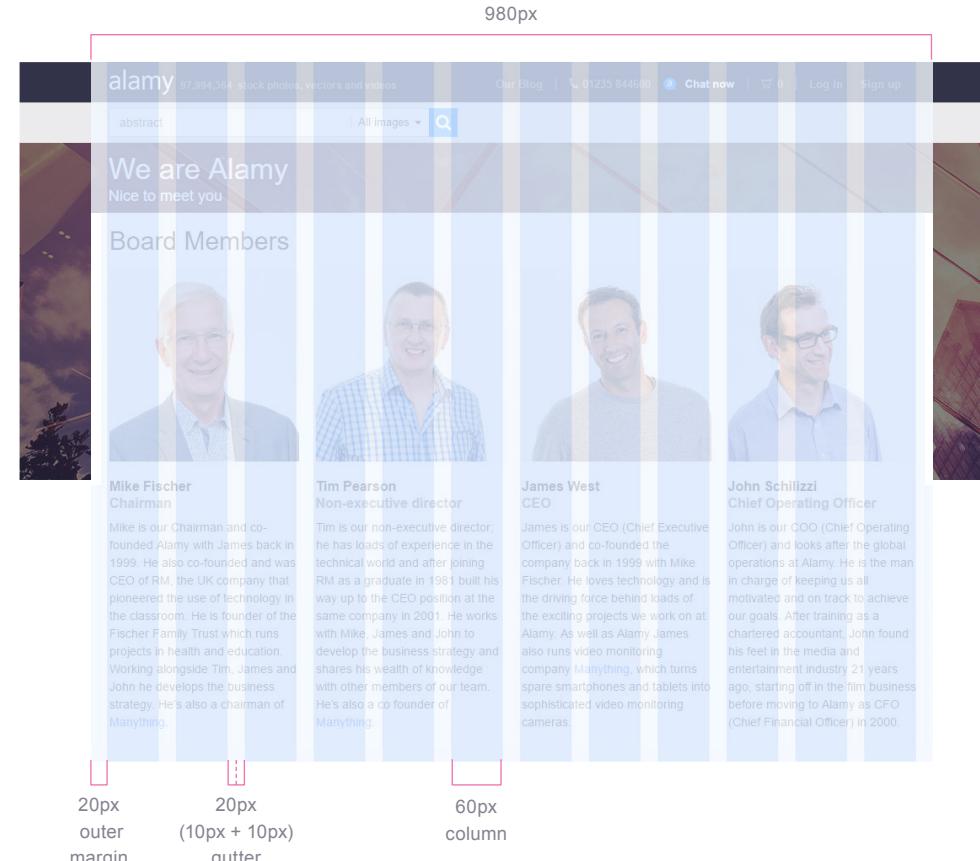
**Wide desktop (.col-xl)** 1160px with 75px columns, 20px gutters (10px + 10px), and 20px outer margins.

**Standard desktop (.col-lg)** 980px with 60px columns, 20px gutters (10px + 10px), and 20px outer margins.

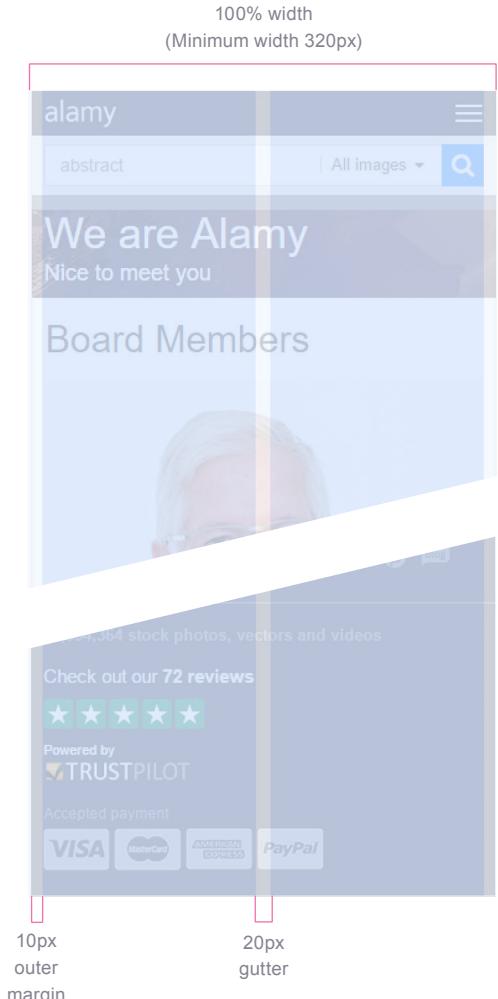
**Tablet portrait (.col-md)** 750px with 20px gutters (10px + 10px), and 10px outer margins.

**Mobile (.col-sm)** 100% width with 20px gutters (10px + 10px), and 10px outer margins.

## Standard desktop



## Mobile



**Tip:** For mobile, minimum width of content should be 50% of window size. Images and backgrounds may expand past the 12 column grid to 100% of the screen size to create a more contemporary and responsive layout.

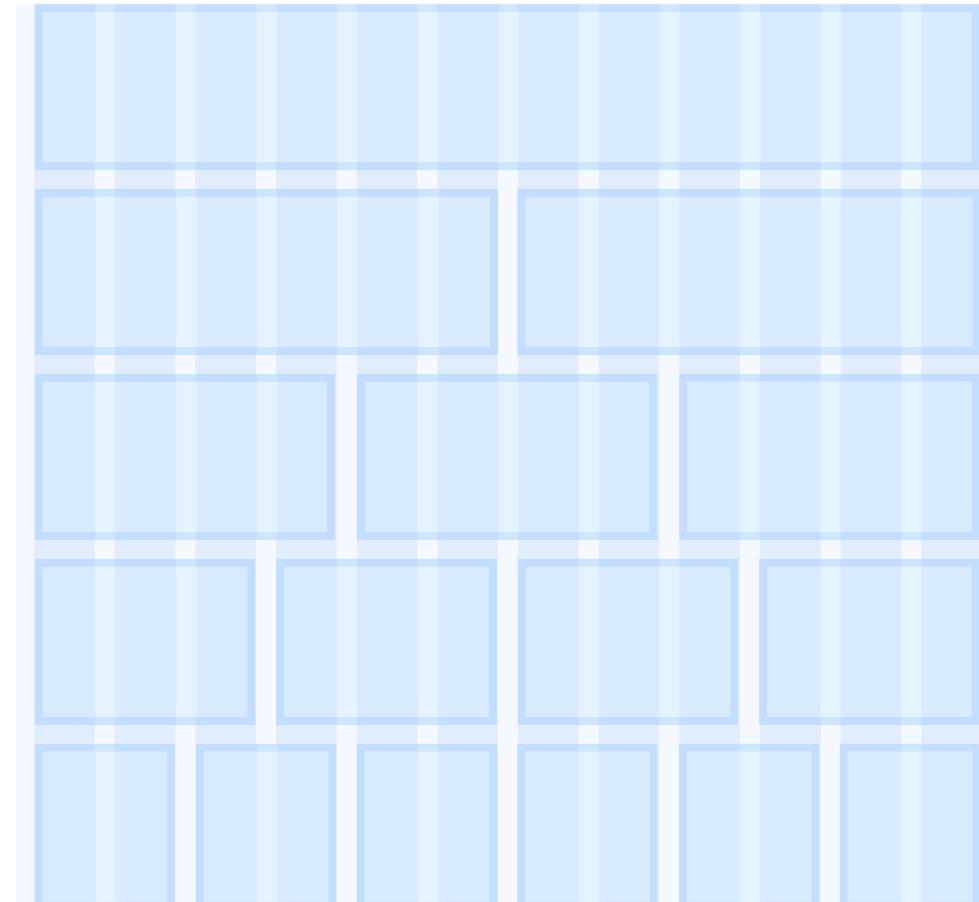
## 1.2 Columns and content blocks

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.

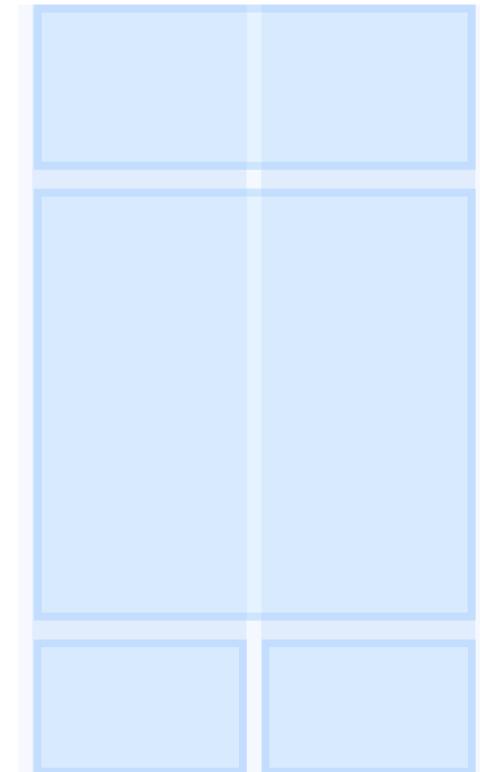
All 12 columns sit flush within the grid. Each content block is separated by 20px (10+10px) column padding. This ensures all content has consistent alignment.

On smaller devices the number of content blocks in a row should be reduced. For mobile a maximum of 2 columns in a row should be used, as all text blocks on a mobile should have a minimum width of 50%. In general, buttons on mobile should display at 12 column width.

Example content blocks for large desktop



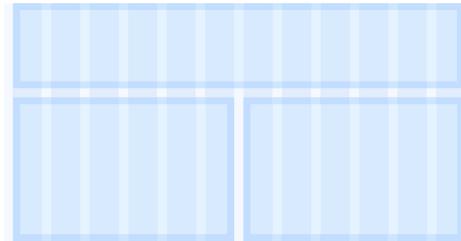
Example content blocks for mobile



# 1.3 Content templates

Having a website that is simple and consistent creates a better user experience. Adopting a set number of templates enables the website to become intuitive to the user.

2 column desktop layout



**Photographer interviews**  
Insights, experiences and know-how from our photographers

17,000 live news, sport and entertainment images uploaded every week

Latest imagery Featured photographers Photographer interviews

Mar May July Sept Nov Jan

For more inspirational visit our themed categories

**Joe Wigdahl**

Two weeks later, Joe received a call – it was from the same person who was one of the lead creative directors at Leo Burnett. So, the first paid job I had as a professional photographer was to shoot various music bands for a Marboro campaign."

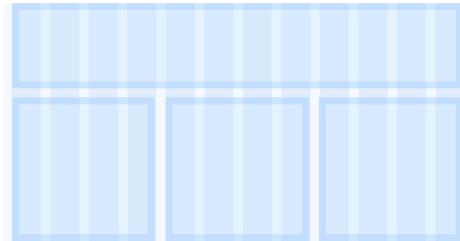
Joe felt the pressure, but was confident he could deliver. "Because I had worked for an advertising photographer for a couple of years, I knew about the business side of what I needed to do. I knew how to produce a professional collection and working with creative people I didn't know was what my photography was all about, but I knew how to make everything happen." The shoot went well, and Joe got more and more assignments through word-of-mouth. "I've been full-time professional photographer ever since," he adds.

Joe's main influences are movies rather than other photographers. "Apart from photographers, I look at movies and cinematographers. For me, photography is always about storytelling, so I'd rather consume movies and see how they solve stories. I'm also a huge fan of the work of fashion photographers, like Rankin. I really like his style. I also like to study the work of fellow photographers. I don't want somebody else's work to accidentally creep into mine, and nor do I want to go into a shoot and be afraid of shooting something because it's too close to what somebody else is doing."

They say that variety is the spice of life, and advertising and editorial

See some of Joe Wigdahl's work on Alamy

3 column desktop layout



Contributor homepage

Choose a topic to get started...

Why should I sell stock imagery on Alamy?

How to sell images on Alamy

How to sell Live News images on Alamy

Footage on Alamy

How to sell Vectors on Alamy

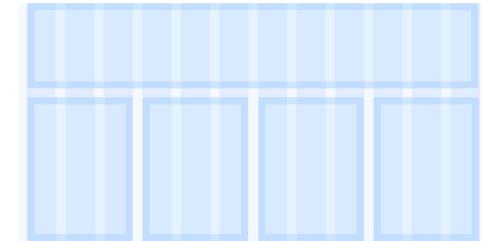
FAQs

Useful resources

Alamy @Alamy 1m

 Photography! Don't forget to check out our #photopic #creatives / #clients/arts list over on our blog: <https://www.alamy.com/creatives.html>

4 column desktop layout



We are Alamy

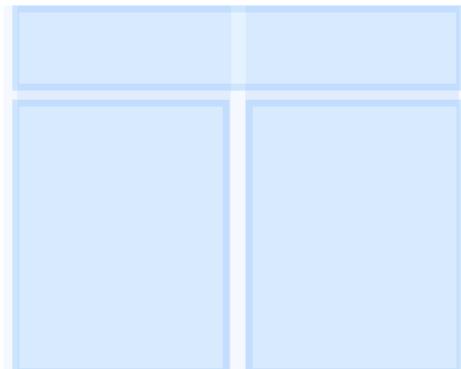
Nice to meet you

Board Members

<b>Mike Fischer</b> Chairman Mike is our Chairman and co-founder of Alamy. He joined Alamy in 1999. He also co-founded and was CEO of RM, the UK company that pioneered the use of technology in the medical world and after leaving RM as a graduate in 1981 built his way up to the CEO position at the company. Mike is a member of the Fischer Family Trust which runs projects in health and education. Through his role as chairman, Mike works closely with Tim Pearson and John he develops the business strategy. He's also a chairman of anything.	<b>Tim Pearson</b> Non-executive director Tim is our non-executive director and a member of the Board of Directors. He joined Alamy in 1999 with Mike Fischer. He loves technology and is the driving force behind loads of cool projects. He's also a chairman of anything.	<b>James West</b> CEO James is our CEO (Chief Executive Officer) and a member of the Board of Directors. He joined Alamy in 1999 with Mike Fischer. He loves technology and is the driving force behind loads of cool projects. He's also a chairman of anything.	<b>John Schilzzi</b> Chief Operating Officer John is our COO (Chief Operating Officer) and a member of the Board of Directors. He joined Alamy in 1999 with Mike Fischer. He loves technology and is the driving force behind loads of cool projects. He's also a chairman of anything.

Senior Team

2 column mobile layout



anywhere else.  
See the best of our new imagery

News & entertainment category

Vectors & illustrations category

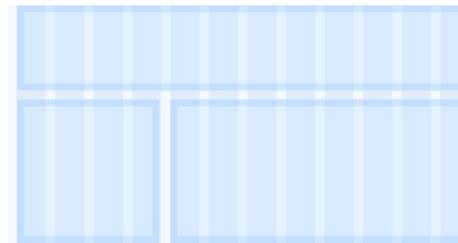
Any page with jump navigation should use a 1:2 layout, with the navigation on the left, and the content on the right.

Pages with quotes or related links are normally arranged in a 2:1 layout, with the content shown on the left.

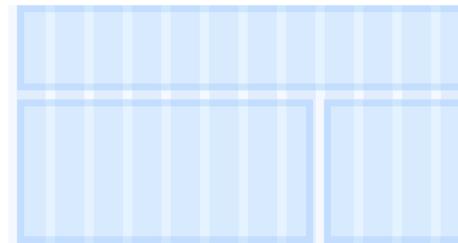
If required, more fluid layouts (see right) may be used, with varying column spans all the way down the page.

The majority of content should be arranged in one of the first five templates shown. There are one or two exceptions, (such as search results) that use a full-width page layout, and other creative content pages (such as the buy a print) with varying column-spans down the page.

## 1:2 desktop layout



## 2:1 desktop layout



## Flexible creative layout

## 2.1 Colour summary

### Colour palette

The colour palette has been chosen to create a strong visual identity for Alamy. 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 be used for the majority of website content to ensure consistency of the brand.

### Secondary colours

Secondary colours should be used sparingly to highlight important content.

### Exclusive colours

Exclusive colours should only be used for their specific purpose. Eg. the red gradient should only ever be used for the 'Download' button.

### Tints

Tints may be used as background colours to divide/highlight content blocks on the page. Minimal use is recommended to maintain an aesthetically pleasing experience.

[View detailed colour-usage table](#)

### Primary colours

Non button fill: Dark navy #323248 R50 G50 B72	Button fill: Light navy #848491 R132 G132 B145	Button fill: Cyan #268EFC R50 G50 B72
Prominent text: values as above	Subtle text: Light navy AA #6F6F7F R111 G111 B127	Link text: Cyan AA #0066FF R0 G102 B255

### Secondary colours

Green #39B54A R57 G181 B74	Orange #FF8400 R255 G132 B0	Red #DF0000 R223 G0 B0
----------------------------------	-----------------------------------	------------------------------

### Exclusive colours

iQ yellow #FDD061 R253 G208 B97	Download red #E85B54 - #B22520 R232 G91 B84 - R178 G37 B32
---------------------------------------	--

### Tints

Dark grey fill: #D6D6DB R214 G214 B218	Light grey fill: #E6E6E9 R230 G230 B233	Pale cyan fill: #CCE6FF R204 G230 B255	Pale green fill: #D7F0DB R215 G240 B219	Pale orange fill: #FFE6CC R255 G230 B204	Pale red fill: #FBD2D3 R251 G210 B211	Pale yellow fill: #FFF6DF R255 G246 B223
--	---	--	---	--	---	--

## 2.2 Colours in depth

### Buttons

Variations of the primary colours are used for hover and disabled states.

### Identity/status

Additional greens and reds are used to identify discontinued commission models, or to indicate (for example) good/medium/bad status.

### Exclusive colours

These should be used exclusively for iQ (yellow) and the download button (reds).

### Borders

A collection of greys have been carefully chosen for a range of uses. To maintain good accessibility, contrast should be increased on smaller elements. For example, a thin line will need to be darker than a block of colour in order to appear to be the same colour as the block.

### Text and text links

Variations of the primary colours are used for text, and careful attention should be taken to use the correct variant to ensure high contrast and good accessibility. Text links to external pages should have the icon to the right of the link text . The icon should not disrupt the line height. The icon is coloured the same as the text link. To **highlight a word or phrase** make the text bold deep cyan.

### Standard buttons

Light navy

Button hover:  
Deep navy  
#595961  
R89 G89 B97

Button disabled:  
Light navy tint  
#B5B5BD  
R181 G181 B189

Cyan

Button hover:  
Deep cyan  
#1A60AB  
R26 G96 B171

Button disabled:  
Light cyan  
#92C6FD  
R146 G198 B253

### Identity/status

Green

Deep green  
#277B32  
R39 G123 B50

Light green  
#88D392  
R136 G211 B146

Orange

Deep red  
#9F1318  
R159 G19 B24

Red

Download hover  
#E35342  
R227 G83 B66

### Exclusive colours

iQ yellow

Download hover  
#E35342  
R227 G83 B66

Download red

DL disabled  
#F09490 -  
#CD716E  
R241 G148 B144 -  
R205 G130 B110

DL active  
#CE2C1E -  
#EA3220  
R206 G44 B30 -  
R234 G50 B32

### Borders

Strongest border  
Light navy  
#848491  
R132 G132 B145

Strong border:  
Light navy tint  
#B5B5BD  
R181 G181 B189

Standard border:  
Dark grey  
#D6D6DB  
R214 G214 B218

Disabled border:  
Light grey  
#E6E6E9  
R230 G230 B253

### Text

Prominent text  
Dark navy  
#323248  
R50 G50 B72

Prominent text  
on background  
tint: Dark navy  
#323248  
R50 G50 B72

Prominent  
text on dark  
background:  
White  
#FFFFFF

Subtle text:  
Light navy AA  
#6F6F7F  
R111 G111 B127

Subtle text on  
background  
tint: Deep navy  
#595961  
R89 G89 B97

Subtle text  
on dark  
background:  
Light navy tint  
#B5B5BD

**Errors:**  
**Red**  
#DF0000  
R0 G102 B255

**Bold deep cyan**  
**may be used**  
**to highlight a**  
**word or phrase**

Subtle link on  
dark bg:  
Light navy tint  
#B5B5BD may  
be underlined

Prominent link:  
Cyan AA  
#0066FF  
R0 G102 B255

Prominent link  
on background  
tint: Cyan AA  
#0066FF  
R0 G102 B255

Prominent link  
on dark bg:  
White  
#FFFFFF may  
be underlined

Standard link:  
Dark navy #323248  
OR Light navy AA  
#6F6F7F

Standard link on  
background tint:  
Dark navy #323248  
OR Deep navy  
#595961

Subtle link on  
dark bg:  
Light navy tint  
#B5B5BD may  
be underlined

**Link hover:**  
**Deep cyan**  
#1A60AB  
R26 G96 B171

**Link hover on**  
**background tint:**  
**Deep cyan**  
#1A60AB  
R26 G96 B171

**Link hover on**  
**dark bg:**  
**Cyan**  
#268EFC

Disabled text:  
Light navy tint  
#B5B5BD  
R181 G181 B189

Disabled text on  
background tint:  
Light navy tint  
#B5B5BD  
R181 G181 B189

Disabled text on  
dark bg:  
Light navy AA  
#6F6F7F  
R111 G111 B127

## 2.3 Typography

### Primary website font

Arial is a contemporary sans serif typeface and is a system font that is available widely.

All website copy should display in Arial. ASAP may be used for print work and presentations.

# Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+

## 2.4 Typography - hierarchy

### Typography hierarchy

When creating new web pages always use the following fonts, sizes and colours for headers and body copy to ensure consistent typography across the website.

Headings **normally dark navy**

# H1. Arial 34px

Line height (125%): 42.5px / regular

Space after (50%): 17px

## H2. Arial 30px

Line height (125%): 37.5px / regular

Space after (50%): 15px

### H3. Arial 24px

Line height (125%): 30px / regular

Space after (50%): 12px

#### H4. Arial 20px

Line height (125%): 25px / regular

Space after (50%): 10px

##### H5. Arial 18px

Line height (125%): 22.5px / regular

Space after (50%): 9px

###### H6. Arial bold 16px

Line height (125%): 20px / bold

Space after (50%): 8px

Paragraphs **normally light navy AA**

#### P large. Arial 16px

Line height (150%): 24px / regular

Standard space after (100%): 16px

Tight space after (0%): 0px

List space after (50%): 8px

List last child space after (100%): 16px

Section space after (200%): 32px

#### P standard. Arial 14px

Line height (150%): 21px / regular

Space after (100%): 14px

Tight space after (0%): 0px

List space after (50%): 7px

List last child space after (100%): 14px

Section space after (200%): 28px

#### P small. Arial 12px

Line height (150%): 18px / regular

Space after (100%): 12px

Tight space after (0%): 0px

List space after (50%): 6px

List last child space after (100%): 12px

Section space after (200%): 24px

#### P legal. Arial 11px (dark navy for legibility)

Line height (150%): 16.5px / regular

Space after (100%): 11px

Tight space after (0%): 0px

List space after (50%): 6.5px

List last child space after (100%): 11px

Section space after (200%): 22px

**(i) Important:** All headings have a line height of 125% of font-size and 50% space after. Non-headings have a line height of 150% of the font height, unless otherwise stated. Non-headings have 0/50/100/200% space after, depending on usage (see above).

## 2.5 Typography - spacing

### Line heights

All headings have a line height of **125%** of font-size.

All other text (non-headings) have a line height of 150% of font size, unless otherwise stated.

### Space after

Headings have 50% space after.

Non-headings have 0/50/100/200% space after, depending on usage:

- Tight space after: 0%
- Standard space after: 100%
- List space after: 50%
- Section space after: 200%

### Headings

## Heading

50%

A heading may be followed by a paragraph, like this.

125%  
line height

Standard space  
after 100%

Section end  
200%

## Heading

50%

### Sub heading

50%

A heading may also be followed by a subheading (see above).

125%  
line height

Standard space  
after 100%

125%  
line height

### Paragraphs and lists

This is a paragraph with standard space after (100% of font size).

150%  
line height

This is a paragraph with tight space after (0) to make the next line appear to be part of the same paragraph.

This is the next paragraph.

This paragraph is the last child before the next section. Paragraph last child has double the standard space after (2 x 100% font size).

Section end  
200%

• This is a list item

150%  
line height

• Second list item

List space after  
50%

• List last child has double the space after (2 x 50% font size)

List space after  
50%

List last child  
100%

This is the last sentence.

## 2.6 Typography - colours & styles

### Typography colours

When creating new web pages always use the following fonts, sizes and colours for headers and body copy to ensure consistent typography across the website.

### Styles

Text is usually regular with no text decoration. Underline is used on hover states on links. Italics should only be used on quotes (along with double speech marks “like this”), or to indicate that an action is in process. Bold may be used to accentuate a word or phrase and for even more prominence the text can be coloured deep cyan.

Tag	Standard colours	Alternative colours
H1		
H2	 On light bg: Dark navy #323248 R50 G50 B72	 On dark bg: White #FFFFFF R255 G255 B255
H3		 On light bg: Light navy AA #6F6F7F R111 G111 B127
H4		
H5		
<b>H6 (bold)</b>		
P large	 On light bg: Light navy AA #6F6F7F R111 G111 B127	 On dark bg: White #FFFFFF R255 G255 B255
P standard	 On light bg: Dark navy #323248 R50 G50 B72	 On dark bg: Light navy tint #B5B5BD R181 G181 B189
P small		
P legal	 On light bg: Dark navy #323248 R50 G50 B72	 On dark bg: White #FFFFFF R255 G255 B255
Text links	 On light bg: Cyan AA #0066FF R0 G102 B255	 On dark bg: White #FFFFFF R255 G255 B255
Text links: hover	 On light bg: Deep cyan #1A60AB R26 G96 B171	 On dark bg: Cyan #268EFC R38 B142 B252
Text disabled	 On light bg: Light navy tint #B5B5BD R181 G181 B189	 On dark bg: Light navy AA #6F6F7F R111 G111 B127

## 2.7 Page bounds

Content pages either have vertical edges, or for a more contemporary look, horizontal full-width banding.

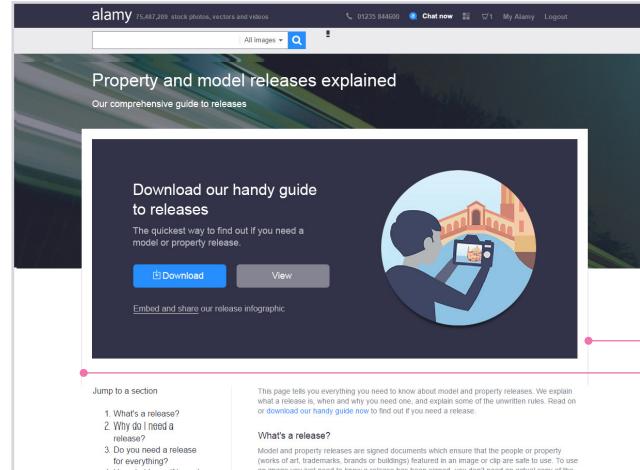
### Vertical page edges

If a page requires jump or tab navigation or additional information (ie a 1:2 or 2:1 column layout), horizontal banding is not appropriate, and the vertical page edges should be shown.

### Horizontal banding

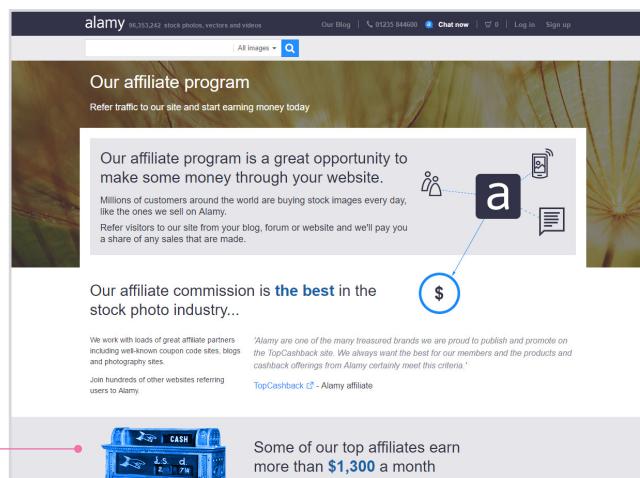
The horizontal banding helps to divide the page into sections, and may be used on pages where there is a natural top-to-bottom flow.

### Vertical page edges



1px border:  
Dark grey  
#D6D6DB  
R214 G214 B218

### Horizontal banding

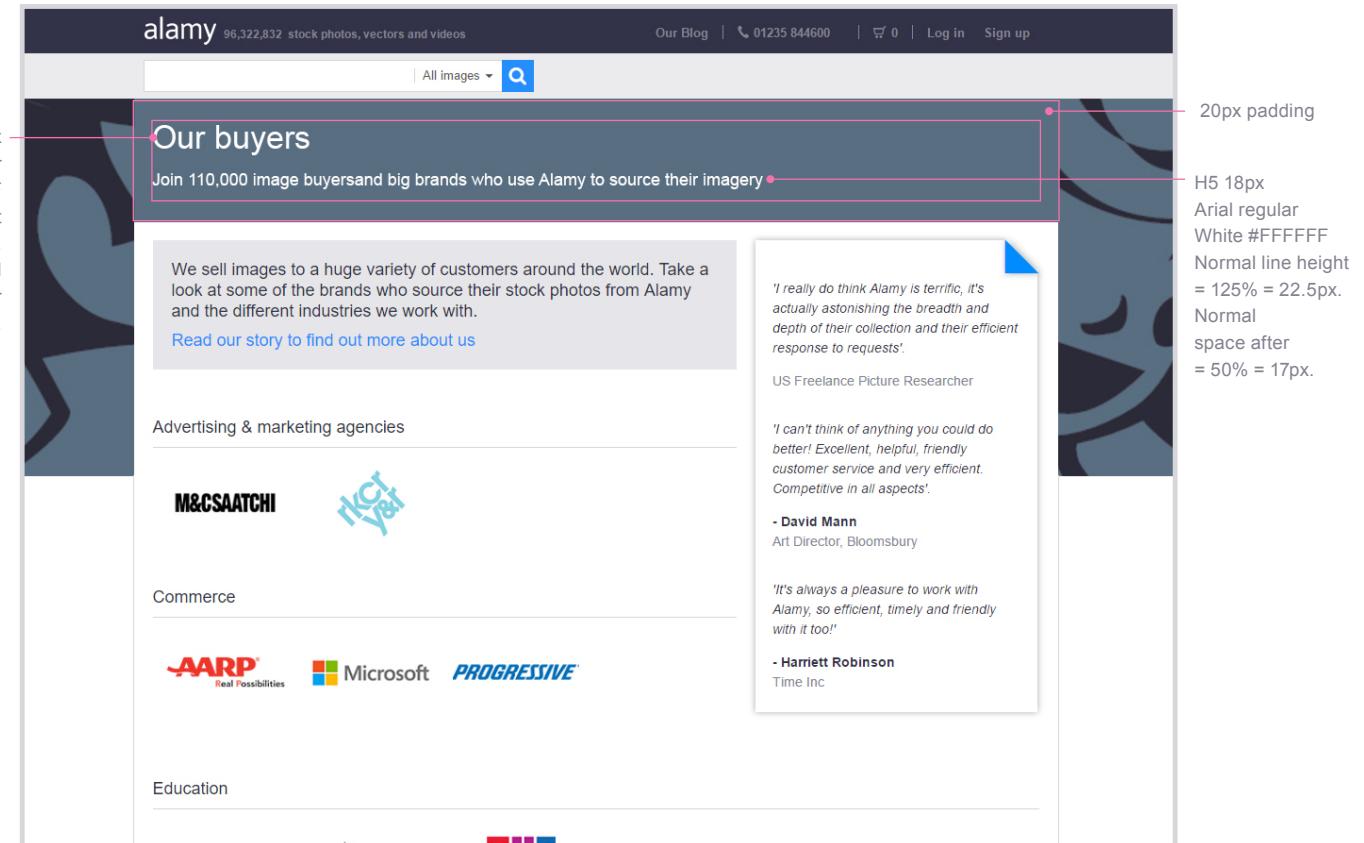


Background:  
Light grey  
#E6E6E9  
R230 G230 B233

## 2.8 Content heading

All content pages should have a heading and subheading, laid out as shown. Standard heading line heights and spaces after are used.

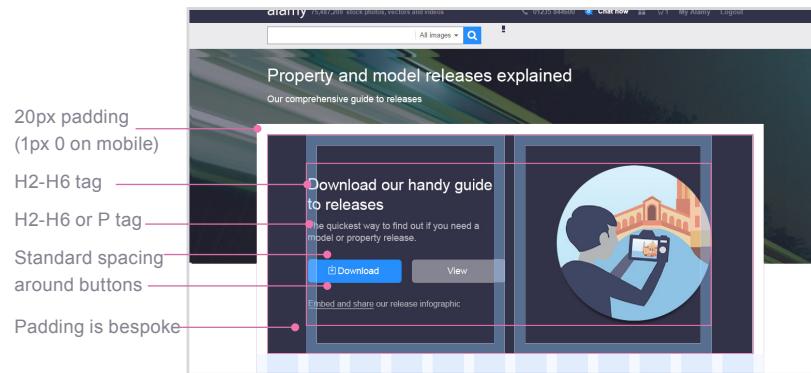
### Content heading



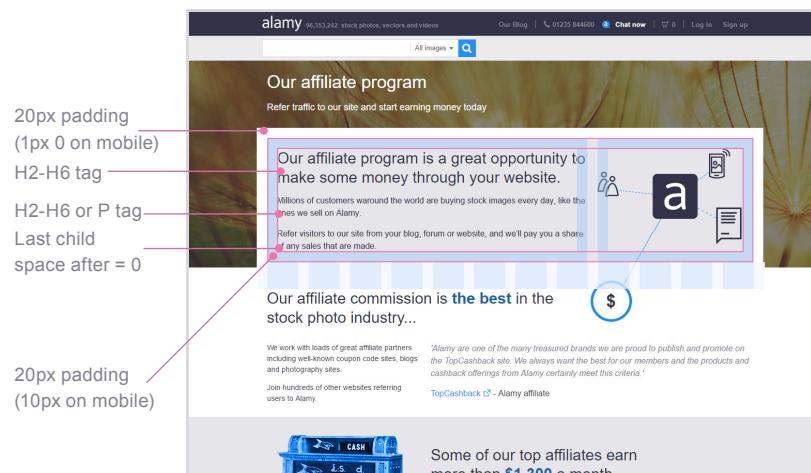
## 2.9 Page hero

The page hero is the area to display the main CTA and/or a strong message. Its layout should sit within the 12-column grid, and the normal font-styling rules apply. The overall width should be 12 columns, although the layout within that is flexible (but still within the grid), to allow for various styles of content.

### Page hero example 1



### Page hero example 2



**Important:** All headings have a line height of 125% of font-size and 50% space after. Non-headings have a line height of 150% of the font height, unless otherwise stated. Non-headings have 0/50/100/200% space after, depending on usage (see above).

## 2.10 Buttons

**Size and shape:** Buttons should follow the same style with rounded corners. They should ideally be in whole-column widths (maximum 300px). The height and corner radius is determined by font-size. Mobile buttons are full-width.

**Font:** The recommended font size is 18px, though 14px may be used if space is limited. Button text is centred.

**Icons** inside the buttons should be placed to the left of the button text.

**Clearance:** To give the button prominence, there should be 30px clearance above and below. Any contextually linked text (e.g. legal notes) should be immediately beneath the button (5px clearance).

### Primary buttons

Primary buttons are cyan.

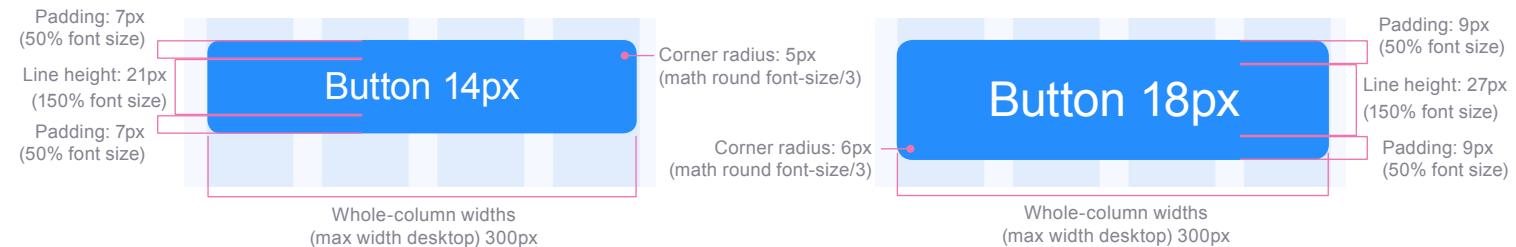
### Secondary buttons

Secondary buttons are light navy.

### Download button

Only the download button is red.

#### Size and shape



#### Primary buttons

Button #268EFC cyan

Hover #1A60AB deep navy

Disabled #92C6FD light cyan

Here is some contextually linked legal text

#### Secondary buttons

Button #848491 light navy

Hover #1A60AB deep navy

Disabled #D6D6DB dark grey

[Download button](#) (for the colours used please see “Colours in depth”)

Download button

Hover

Disabled

Active

## 2.11 Form layout

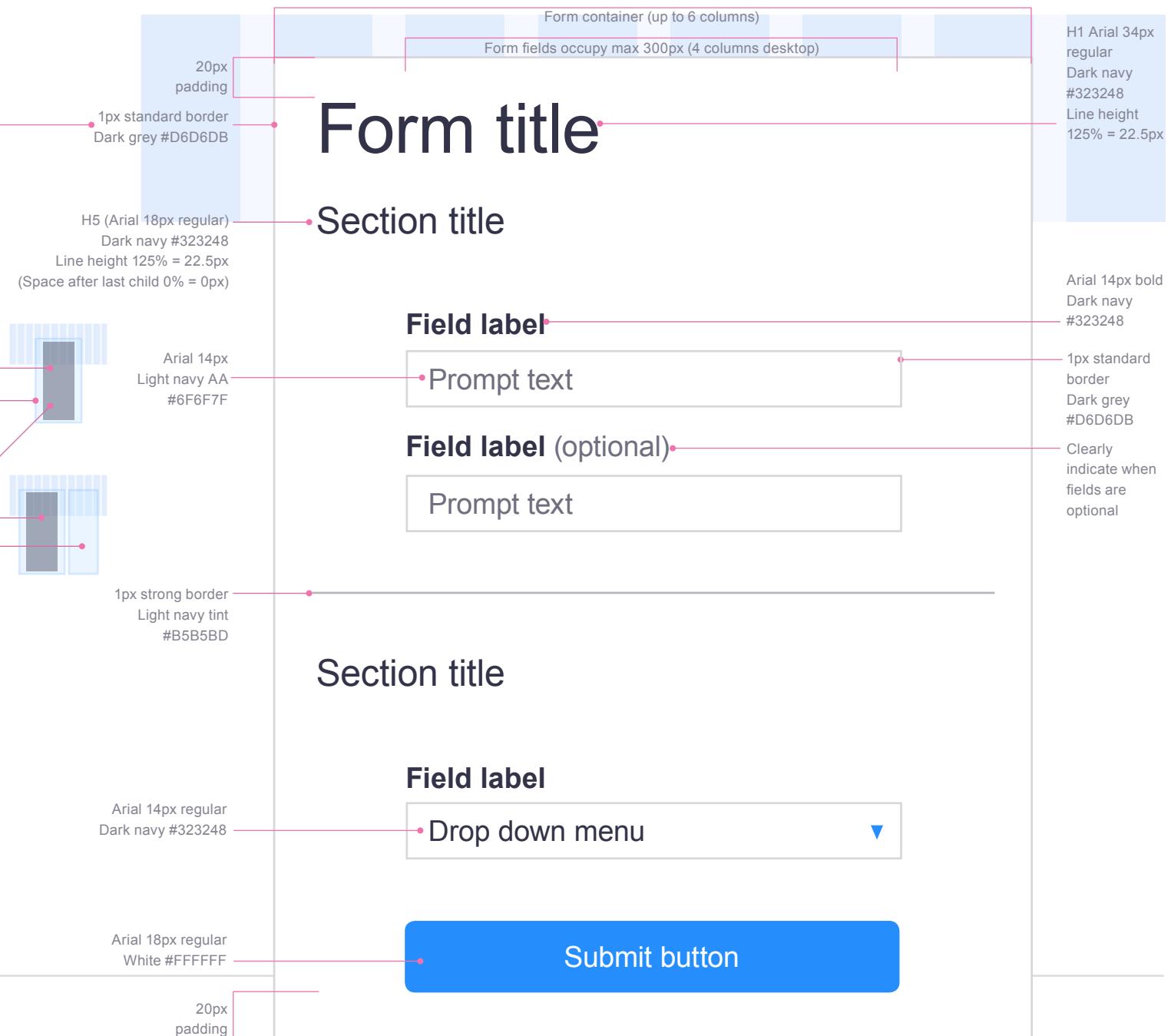
Forms appear on a white background, with a standard 1px dark grey border. All forms should have a title (H1 - H4). Recommended font sizes are shown.

The grid and spacing rules should be followed for the best user experience on any platform. For optimal readability form fields should stretch across no more than 300px (4 columns desktop view). The form container may be up to 6 columns wide, and should have 20px padding (10px mobile). The form should be horizontally centred on the page, or placed on the left to leave space on the right for supporting information.

**i** **Important:** Short forms: when there are <3 text fields in a form, the labels may appear as prompt text within the fields. E.G. The log in form.

Create your login details

Email  
Password  
 Show password  
 Opt in to our emails for updates, special offers and coupon codes



## 2.12 Form spacing

Adhering to a few simple rules ensures that all Alamy forms will be cohesive in appearance, and have minimal impact on dev time. Spacing should be added below items, not above.

Field labels should always be above the text input (by 5px), (unless there are 2 or less, in which case the labels may appear as prompt text).

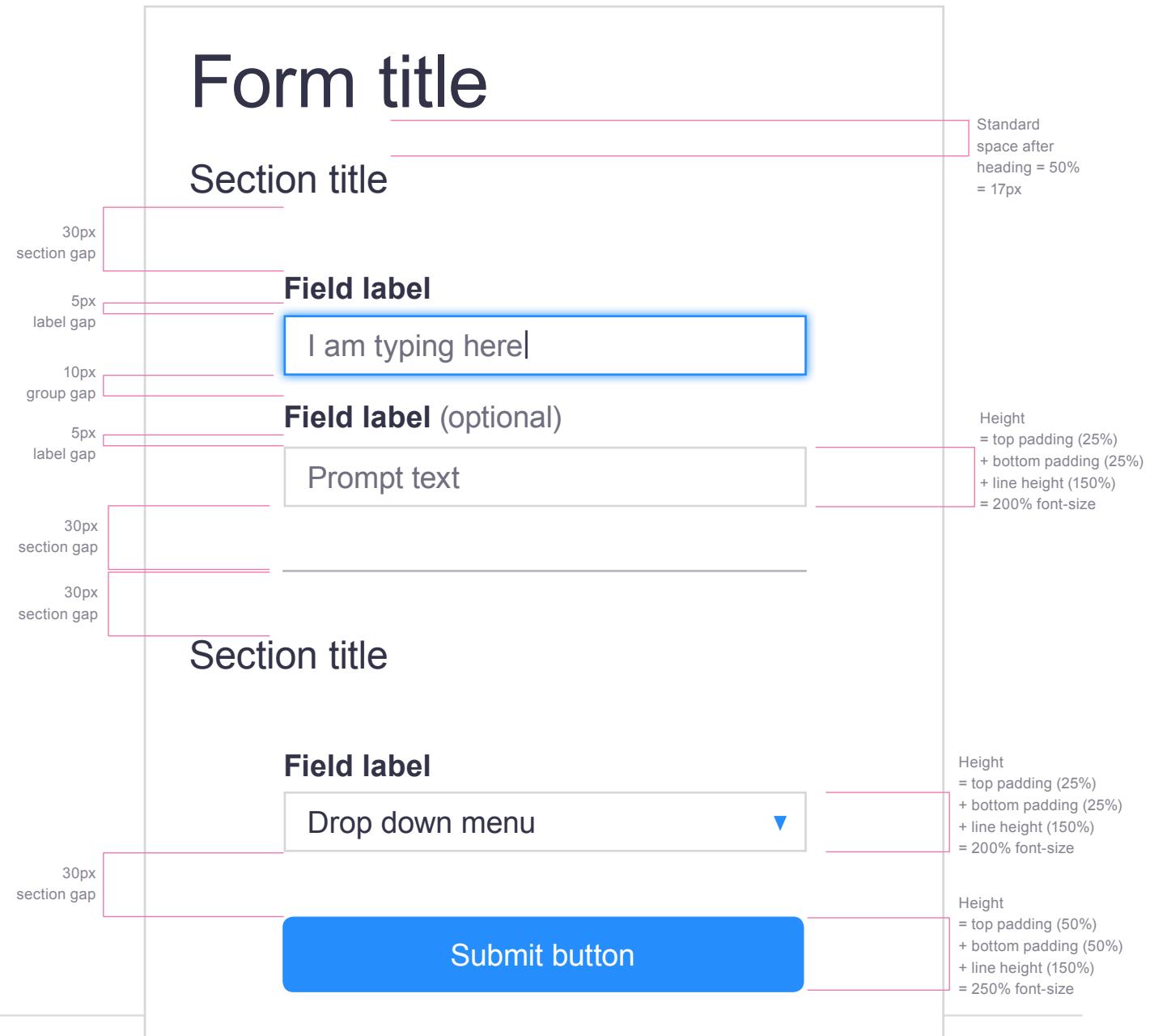
Items within a group are spaced 10px apart.

Separate groups are spaced 20px apart.

Sections are spaced 30px apart.

When text follows after text, then standard text styling rules are used (ie line heights and space after are set as a percentage of font size). See “Website typography - hierarchy” for more details.

For more guidance on forms please see [forms.psd](#) and [Style guides - quick reference guide.docx](#)



## 2.13 Text input

Labels are bold and dark navy, prompt text is regular and light navy AA. The 1px border is dark grey #D6D6DB.

Borders and text are re-coloured according to their state (eg error state).

### Text input

#### This is a mandatory text field

Here is some explanatory text to help the user understand what is required.

Prompt text

Padding 10px

Height =  
top padding  
(25%)  
+ bottom padding  
(25%)  
+ line height  
(150%)  
= 200% font-size

#### This field is optional (optional)

Show “(optional)” as part of the text field label.

Prompt text

Top/bottom  
padding 25% of  
font-size  
  
Left/right  
padding 10px

### Active state

#### Active text field

I am typing now!

### Expandable text area

#### Expandable text area label

Prompt text. Ideally allow for 4 lines of text). Text area should expand vertically. 10px padding all round.

1px standard border  
Dark grey #D6D6DB

Cyan  
#268ECF

### Disabled state

#### This field is disabled

Prompt text

Light navy tint  
#B5B5BD

1px disabled border  
Light grey #E6E6E9

### Error state

#### Text field with error

This field is in the wrong format

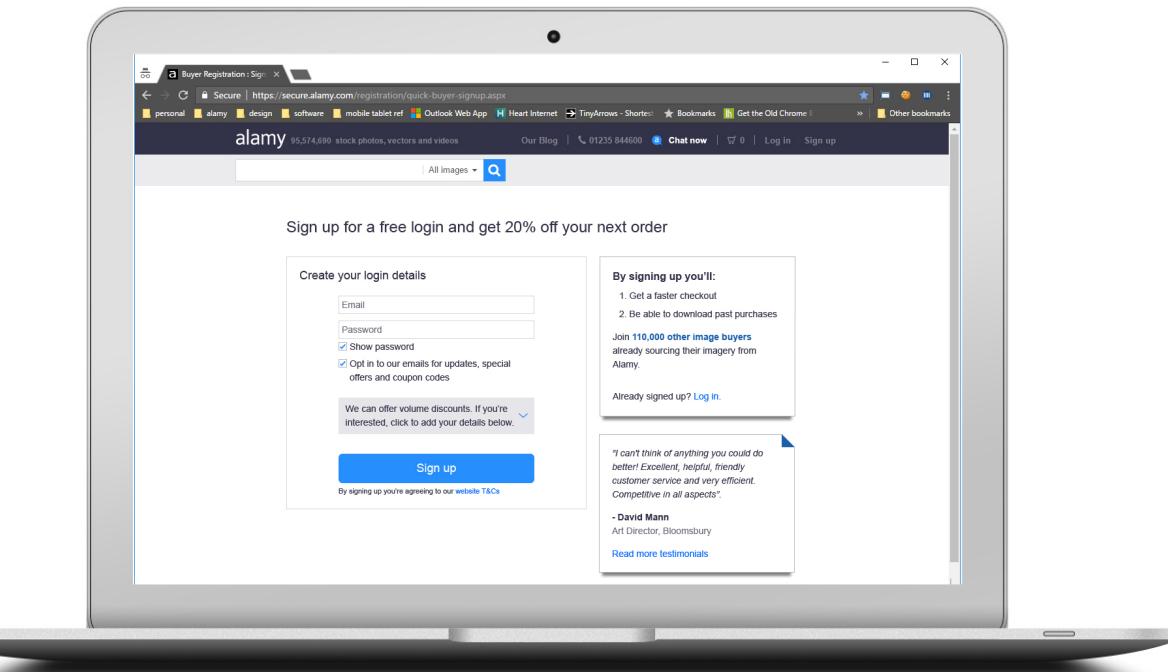
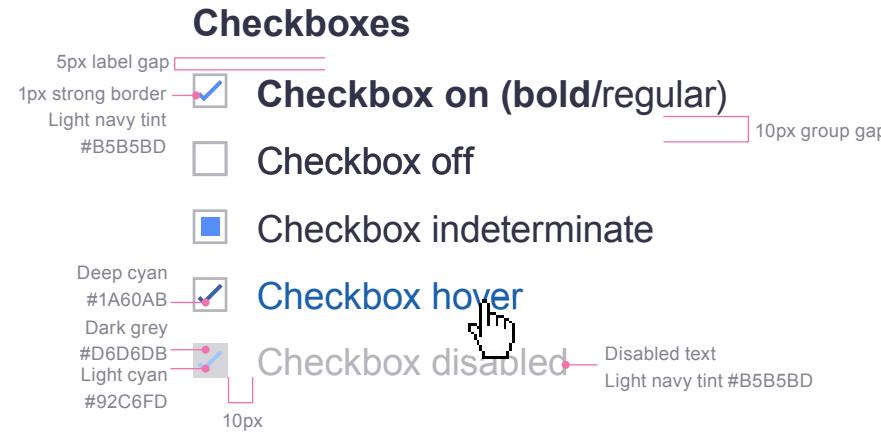
Error message

5px  
label gap  
  
5px

## 2.14 Checkboxes

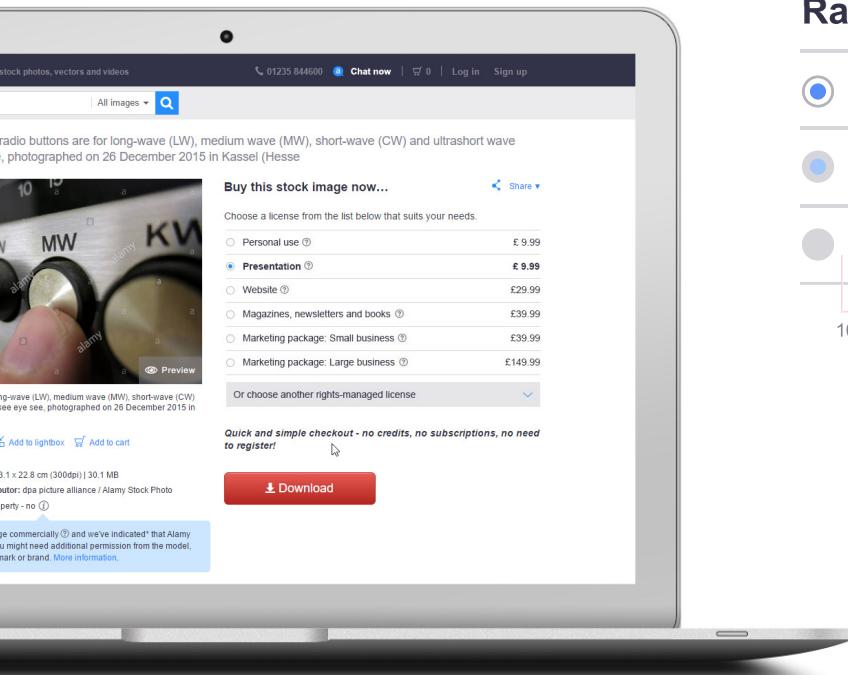
Checkboxes and radio buttons should be used in preference to dropdowns when there are few choices. User experience is significantly enhanced by having information visible at all times.

### Checkboxes



## 2.15 Radio buttons

Checkboxes and radio buttons should be used in preference to dropdowns when there are few choices. User experience is significantly enhanced by having information visible at all times.



### Radio buttons

#### Radio button

- Radio on (bold/regular)**
- Radio off
- Radio hover**



5px label gap

10px group gap

### Radio button table

#### Radio group

<input checked="" type="radio"/> <b>Radio on bold</b>	<b>£price</b>	1px standard border Dark grey #D6D6DB
<input checked="" type="radio"/> Radio on disabled	<b>£price</b>	
<input type="radio"/> Radio off disabled	<b>£price</b>	Height = top padding (50%) + bottom padding (50%) + line height (150%) = 250% font-size 10px

Height =  
top padding (50%)  
+ bottom padding (50%)  
+ line height (150%)  
= 250% font-size  
10px

## 2.16 Accordions

### Accordions - grouped

UX research shows that accordion groups should have arrows on the left, pointing right when collapsed, and pointing down when expanded.

### Accordions - single

Single accordions should have the arrow on the right, pointing down when collapsed, and pointing up when expanded.

**Note:** An alternative style is permitted (at the discretion of Marketing/Design) in which the background is white, and each accordion has a top/bottom 1px #D6D6D9 light grey border. In this case, the left/right padding is reduced to 0. Visually, it would look similar to radio groups (but still obviously an accordion).

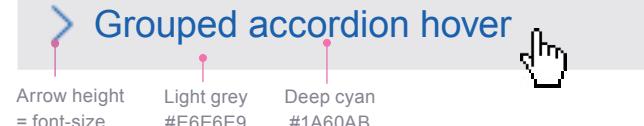
#### Accordions - grouped

##### Accordions (grouped)

###### ▼ Expanded grouped (arrow left)

Accordion content 12px, following the normal line height and spacing rules

Height =  
top padding  
(50%) +  
bottom padding  
(50%)  
+ line height  
(150%)  
= 250% font-size



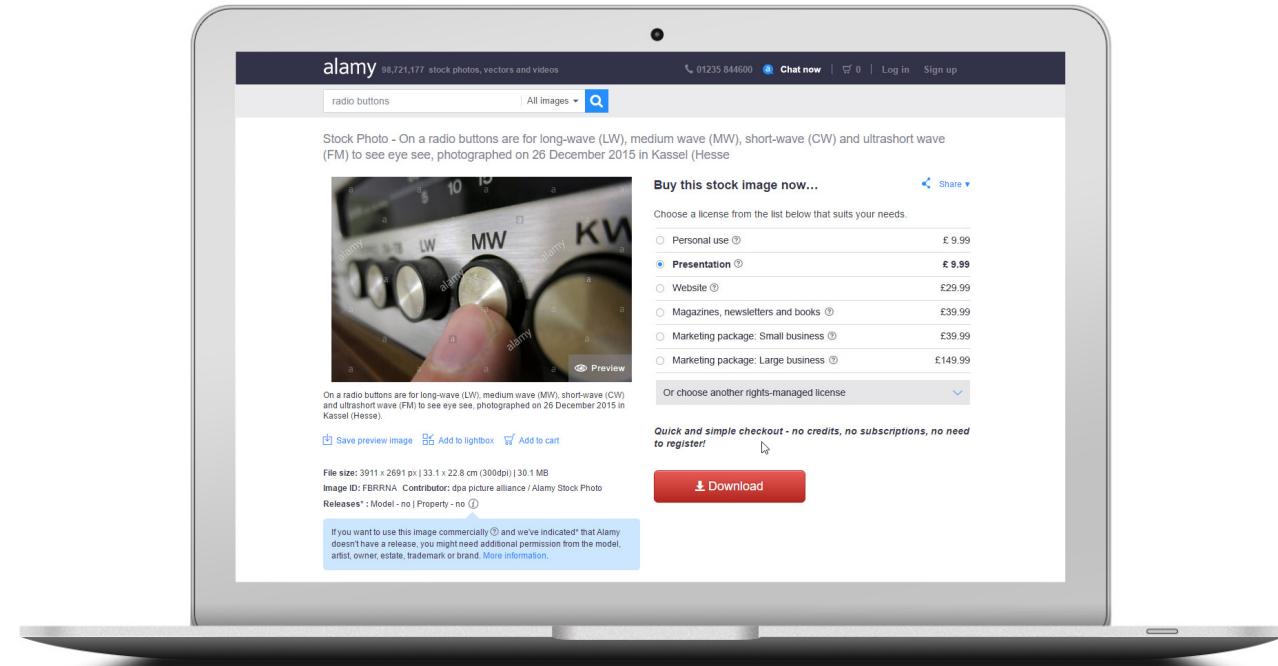
#### Accordions - single

##### Accordion (single)

###### Collapsed single (arrow right) ▼

### Disabled accordion

###### Collapsed single (arrow right)

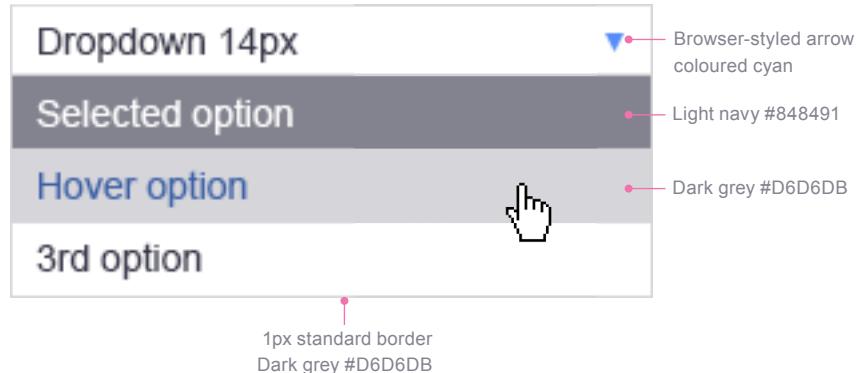


## 2.17 Dropdowns

Basic dropdowns should be styled by the web-browser, with some minor tweaks. Each element should be coloured as shown here. Top/bottom padding is 25% of font size, and left/right padding is 10px.

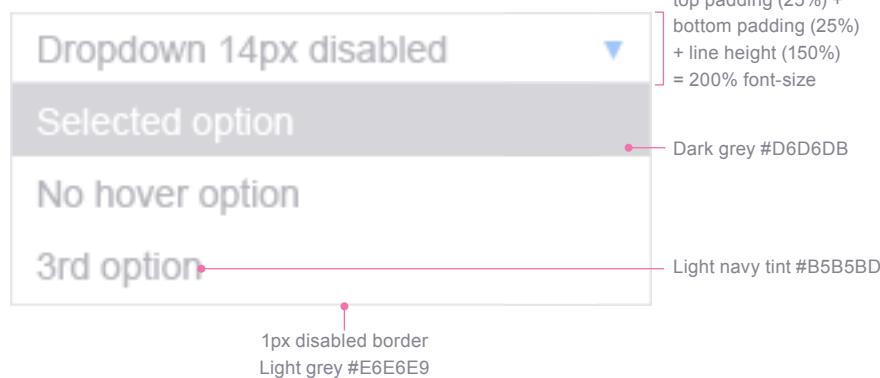
### Dropdown - active

#### Dropdown



### Disabled state

#### Dropdown disabled



# 2.18 Jump navigation

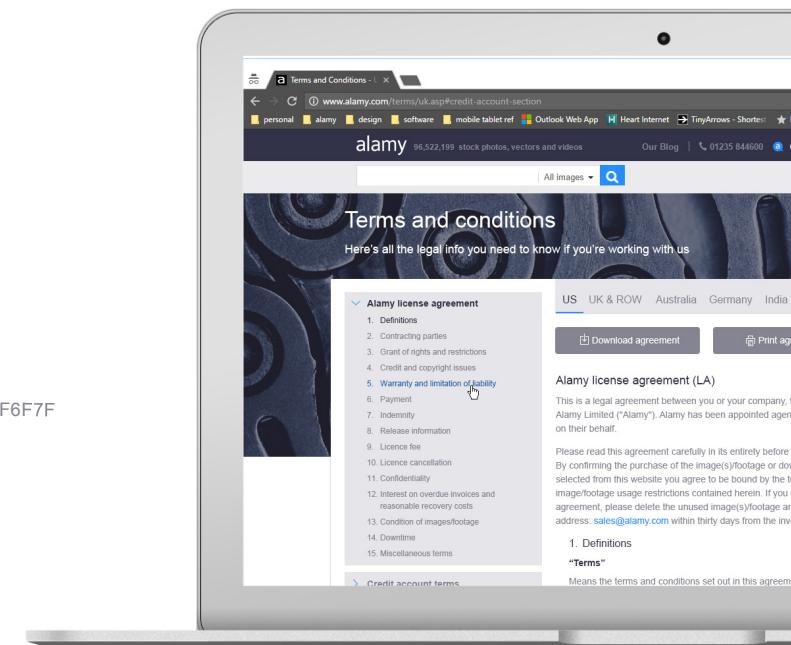
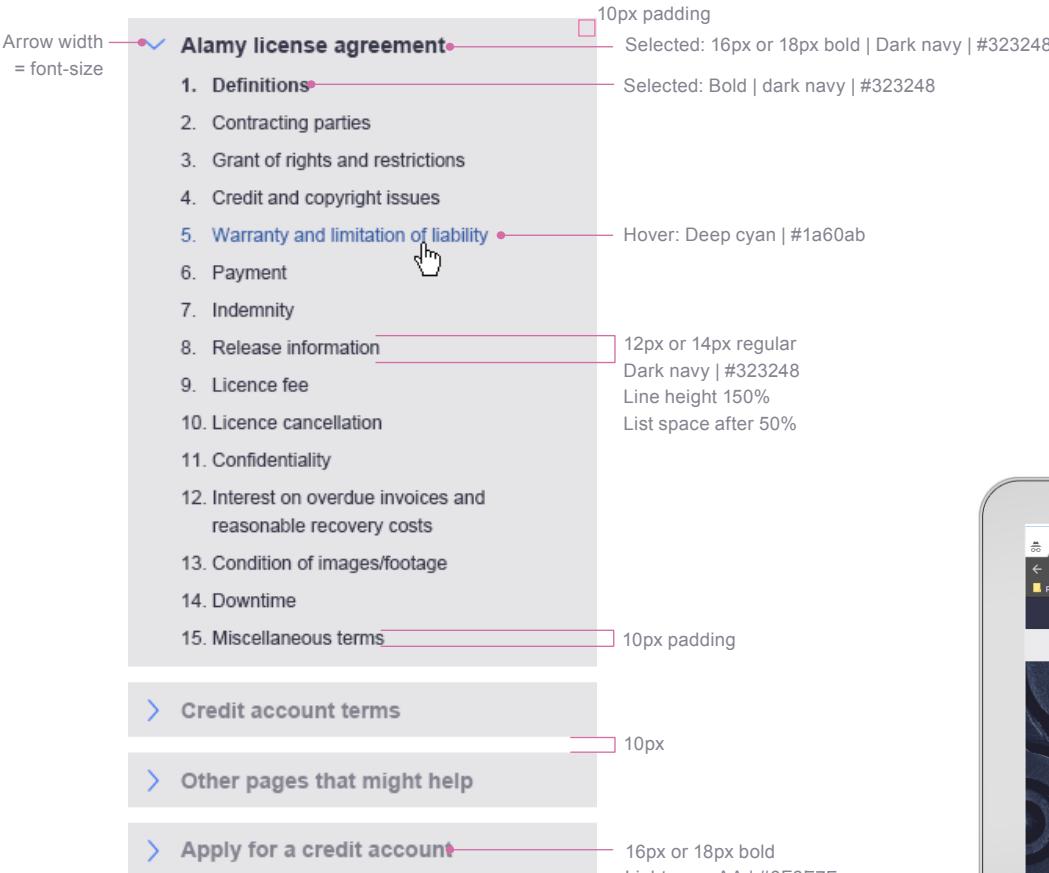
## Jump navigation

Jump navigation is styled similarly to accordions, and includes navigation links within the container. It should be used on content-heavy pages with clear sections.

If possible, jump navigation text should be 14px. However, if it's a long list (see right) then 12px may be used in order to fit all of the navigation on the screen.

On large screens the jump navigation may be displayed in its expanded state. It should auto collapse if space is restricted. A sticky navigation panel is preferable to fixed, ensuring a more pleasing user experience and eliminating the need to move back to the top of the screen to navigate around the page. In mobile view the navigation is hidden.

## Jump navigation

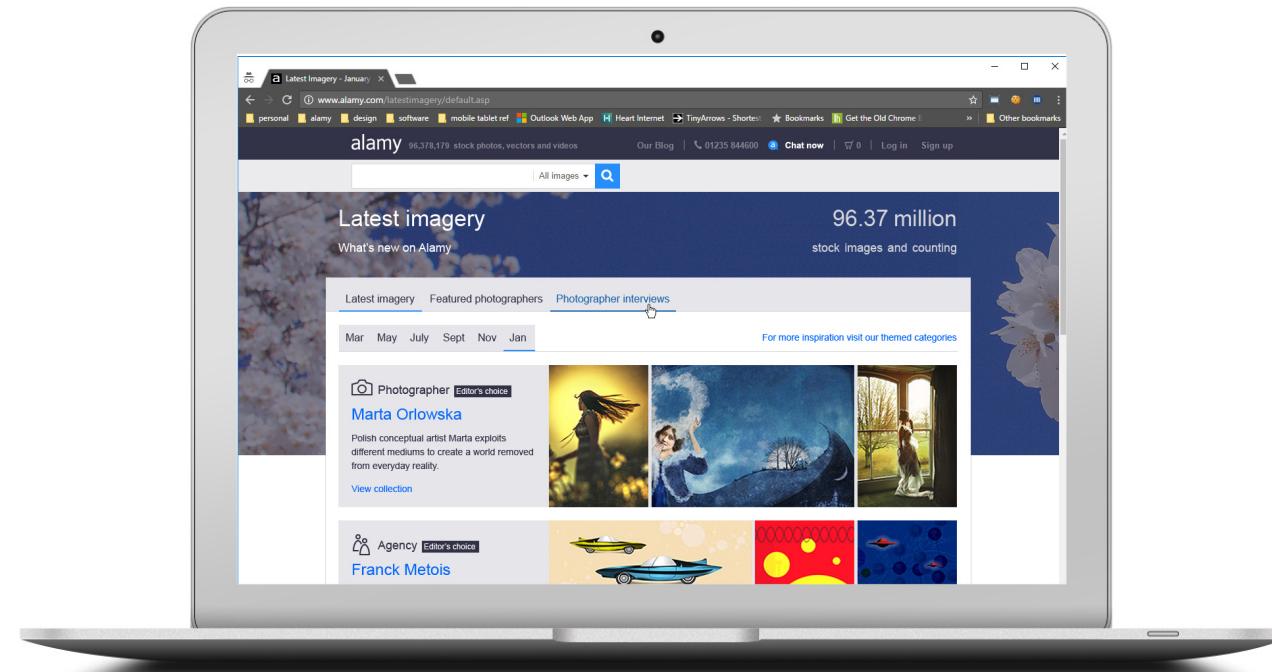


## 2.19 Tab navigation

Tab navigation should be used to display information of a similar type under different topics. It can be further divided into pill navigation.

Tab backgrounds should extend across the full width of their container, and if full page width should extend to the outer page margins. Pill backgrounds should only be the width of the pills (plus padding).

### Tab and pill navigation



## 2.20 Tables

Tables are used to neatly display comparative information.

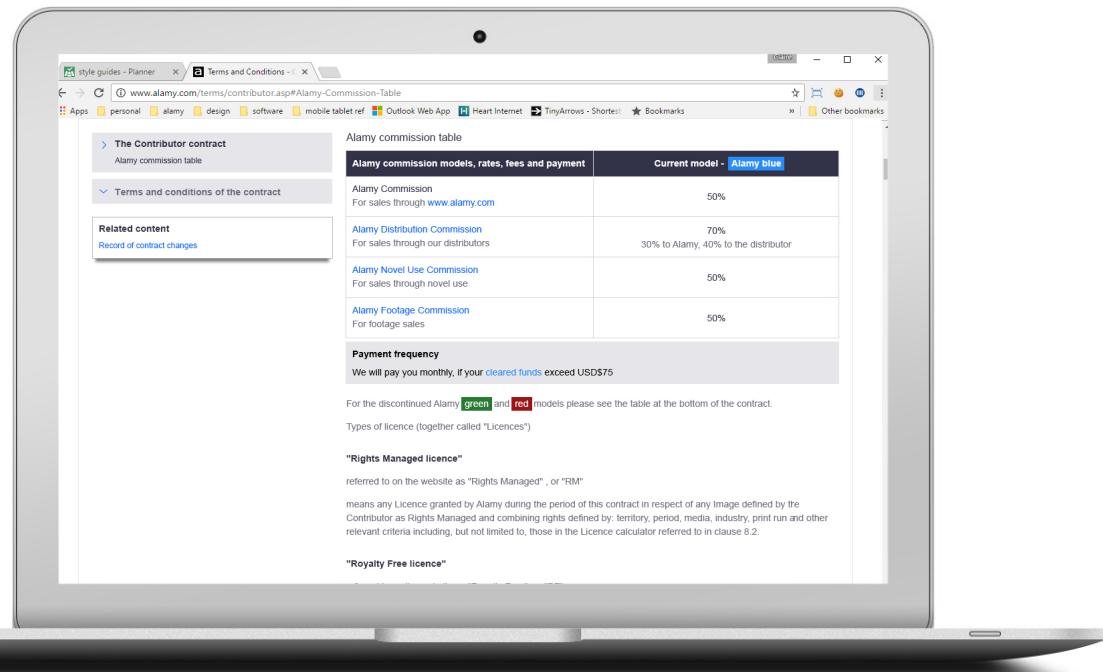
The table header row is dark navy with bold white text. Table content text styling is as normal, with the usual line heights and space after. The last child in each cell has space after set to 0.

Padding in all cells should be 10px. The header row is dark navy with bold white text. Borders are the standard dark grey 1px.

### Tables

Alamy commission table

Alamy commission models, rates, fees and payment	Current model - Alamy blue
Alamy Commission For sales through <a href="http://www.alamy.com">www.alamy.com</a>	50%
Alamy Distribution Commission For sales through our distributors	70% 30% to Alamy, 40% to the distributor
Alamy Novel Use Commission For sales through novel use	50%
Alamy Footage Commission For footage sales	50%



## 2.21 Popups

Popups should be consistent in appearance. They must be positioned in the centre of the screen on top of a black 50% opacity overlay.

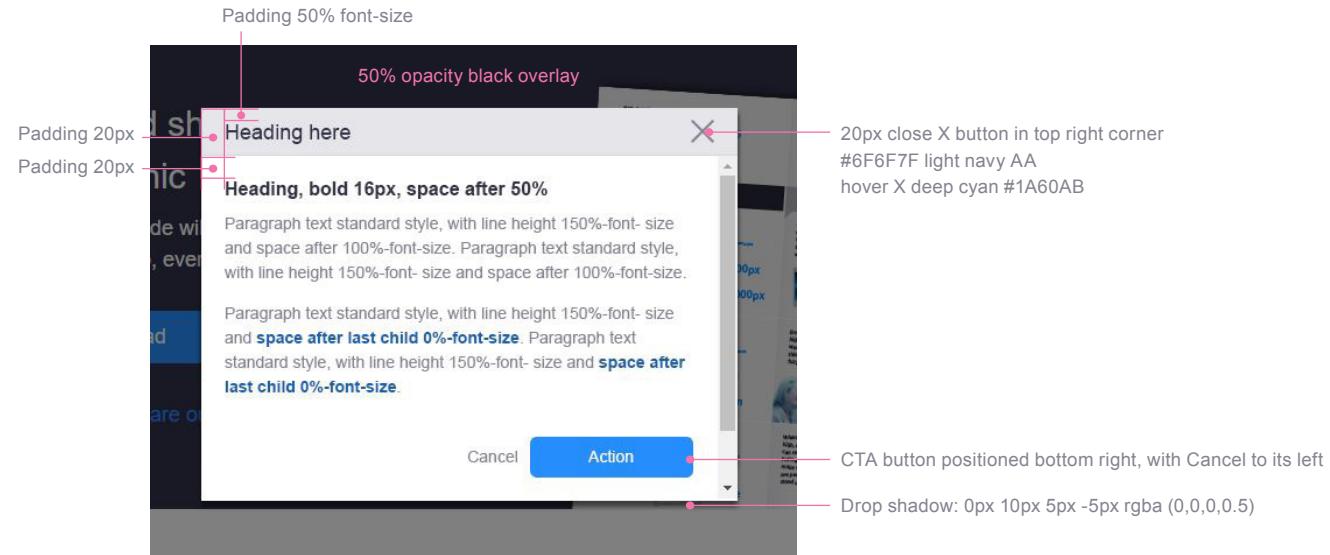
Alert popups have a fixed-position heading and close X area. If a scrollbar is required the heading and close X are therefore always visible and accessible. There is a message area and a button. Research shows that the CTA is best placed bottom right of the popup, with a cancel option (if required) to its left.

The content of the popup is displayed in a white box with 20px padding, with a drop shadow behind. The normal font styling rules apply.

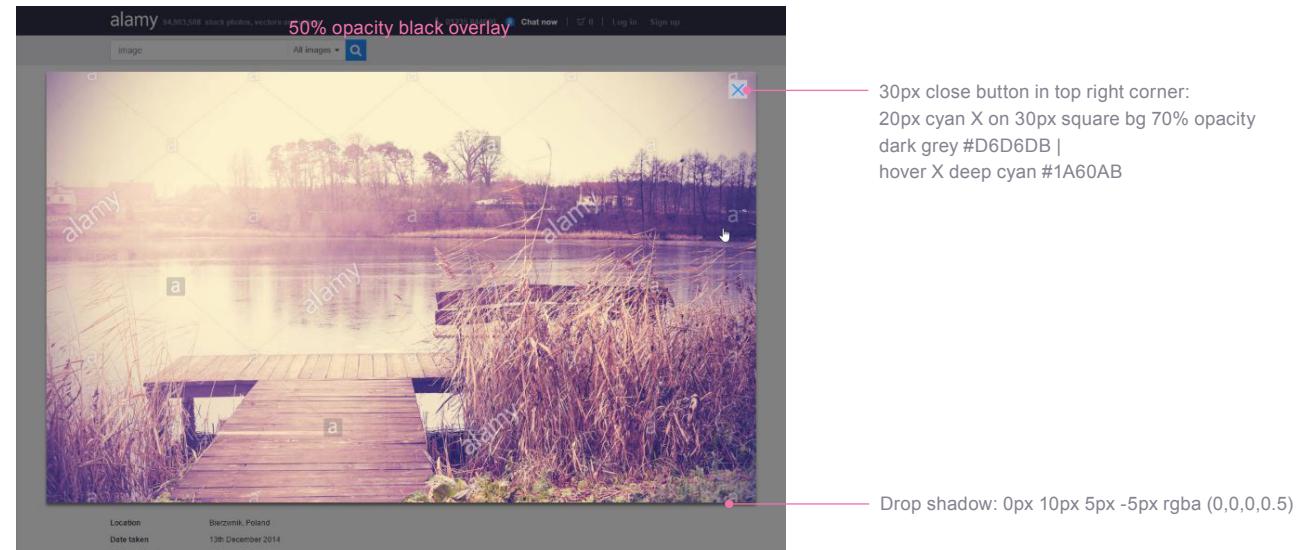
Image popups should display a close X button top right. If required the user can scroll between images - navigational arrows should always be displayed vertically centred on each side of the image, and be in a fixed position to ensure the good usability.

Scrolling between images: style TBD.  
E.g. AIM image zoom?

### Alert popups



### Image popups



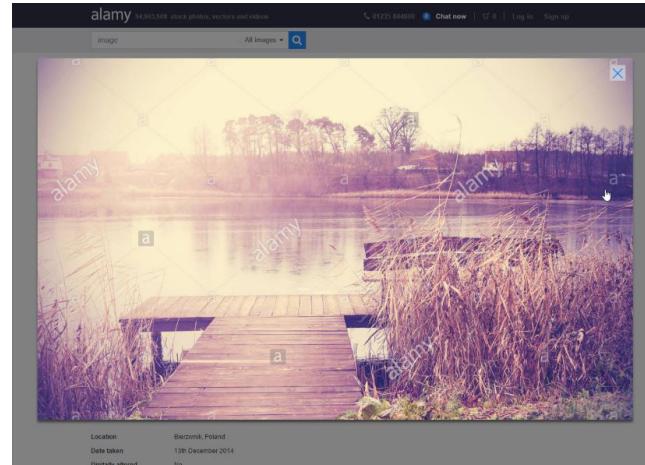
## 2.22 Drop shadows

For continuity, all drop shadows across the site should have the same appearance. The direction and spread have been carefully considered to allow maximum flexibility of use.

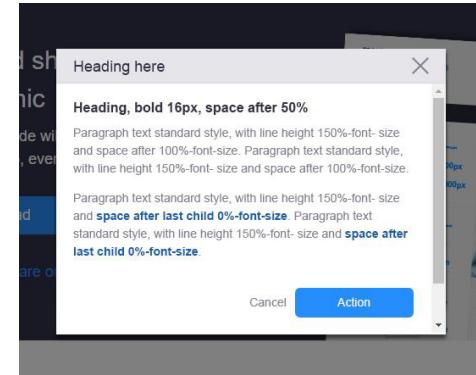
Drop shadow styling is in the downwards direction, with no shadow appearing on the right or left:

0px 10px 5px -5px rgba(0,0,0,0.5)

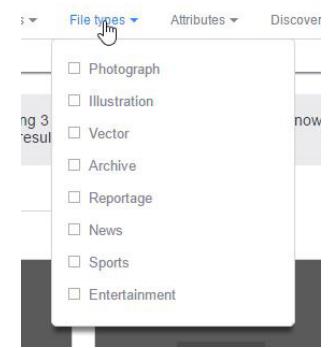
### Image zoom



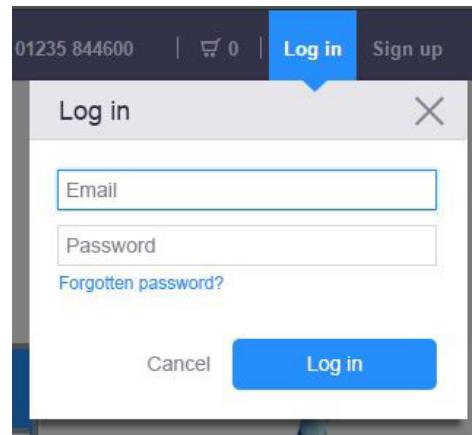
### Popups



### Filters



### Dropdowns



### Post-its



### Additional messages

#### Keep up to date

##### Follow us on Twitter

To keep up to date with all the latest developments at Alamy HQ and the industry.

##### Like us on Facebook

For daily inspirational image posts, interesting news and fun competitions.

##### Find us on LinkedIn

For stunning image updates, group discussions and offers and promotions.

##### Follow us on Google +

For daily inspiration and all the latest news from the world of photography.

## 2.23 Messaging

**Messages and alerts** may have a colour tint background, and no drop shadow. Padding may be 10px or 20px all round (10px on mobile). Headings and icons are optional.

The colour tints used are already part of the Alamy visual language:

Information		light grey
Action		pale cyan
Important		pale orange
Critical		pale red
Promo		pale green
Discount		green

**Related information boxes** should be clear. They should have a white background with 20px padding (10px mobile), a grey border, and a drop shadow. This is inline with the post-it styling.

**Arrowed messages** may be colour coded as above, and have an arrow on one side in order to make it very clear what the message relates to: the arrow points to the subject.

### Messages and alerts

#### Messages (14px)

**Information** box with light grey #e6e6e9 bg and #323248 dark navy text. Padding should be 10px (20px in cart)

**Action** box with pale cyan #cce6ff bg and with #323248 dark navy text. Padding should be 10px (20px in cart)

#### Alerts (14px)

**Important information** box with #FFE6CC pale orange bg, and BLACK text. Padding should be 10px.

**Critical information** box with #FBD2D3 pale red bg, and BLACK text. Padding should be 10px

**Promo** box with #d7f0db pale green bg, and BLACK text. Padding should be 10px

**Discounts** box with #39b54a green bg and white text. Padding should be 10px (20px in cart)

**Tip:** There are some image types that will always have a smaller file size, this includes mobile phone photos and archive or reportage shots.

### Related information boxes

#### Related content

Download the Contributor contract

Read Thanks Alamy, you just paid for my house

Our philosophy Why we're a little bit different

#### Useful links

[Buy images and videos](#)

[Releases explained](#)

[Picture research](#)

[Choosing files](#)

#### Discover Alamy

[Image categories](#)

[Latest imagery](#)

[Featured photographers](#)

#### Keep up to date

Follow us on Twitter

To keep up to date with all the latest developments at Alamy HQ and the industry.

Like us on Facebook

For daily inspirational image posts, interesting news and fun competitions.

Find us on LinkedIn

For stunning image updates, group discussions and offers and promotions.

Follow us on Google +

For daily inspiration and all the latest news from the world of photography.

### Arrowed messages

#### Arrowed boxes (14px)

Arrows may be added to the box, and can appear on any side, centrally aligned like this

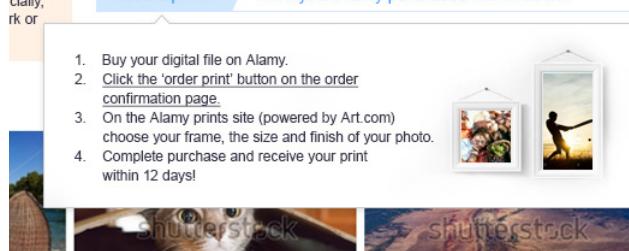
Arrows may be added to the box, and can appear on any side, to the left like this

Arrows may be added to the box, and can appear on any side, centrally aligned like this

Arrows may be added to the box, and can appear on any side, to the right like this

#### Need a print?

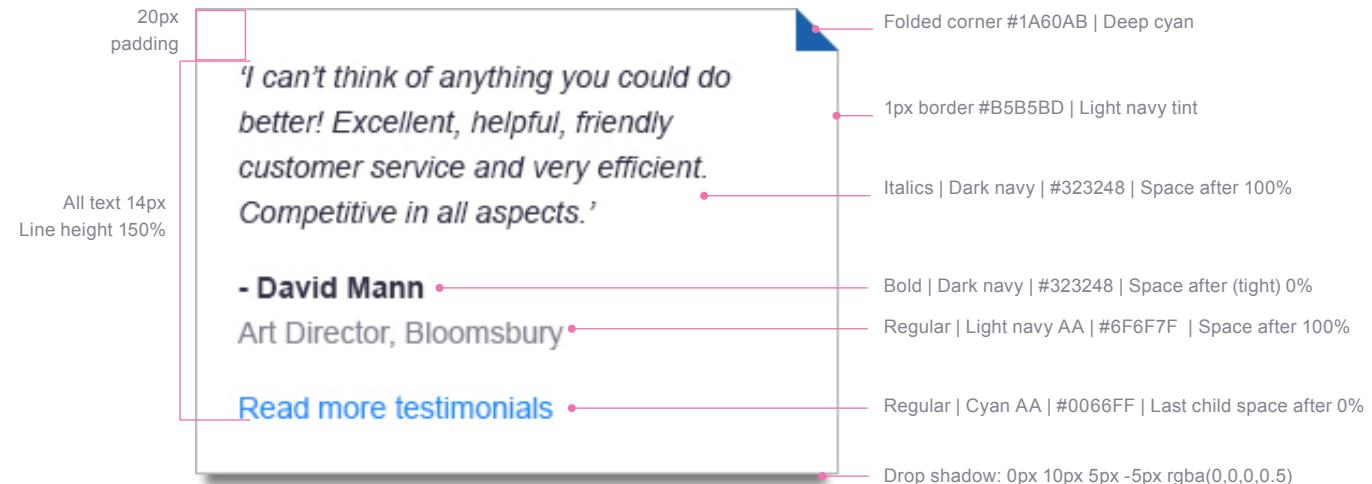
Print your Alamy purchases with Art.com



## 2.24 Post-it notes

Post-it notes can be used to display additional related content that should compliment the context of the page. For example, a customer quote may be used to encourage sign-ups.

### Post-it notes



You're missing out on our email updates

Join over 165,000 subscribers. Sign up now to receive updates, special offers and coupon codes.

[Email me updates and offers](#)

Discover Alamy

Take a look at what we have to offer:

[Link](#)  
Description

[Link](#)  
Description

[Link](#)  
Description

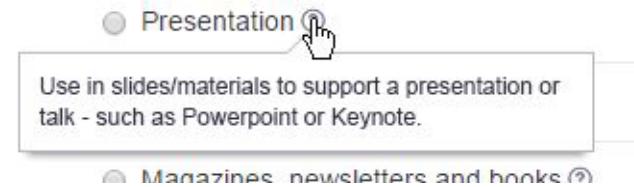
## 2.25 Tooltips

Tooltips are used to show extra information or inform the user what actions are possible. Tooltips always appear as a hover over and should display an arrow pointing to the relevant content.

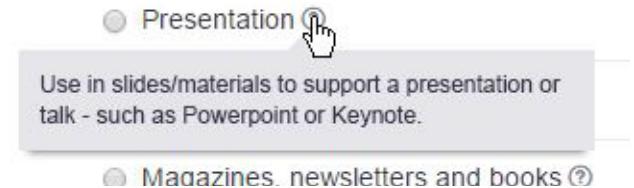
Alamy tooltips should be used on the ? icons. Tooltips on other icons/images should be styled by the browser.

### Alamy tooltips on ? icons

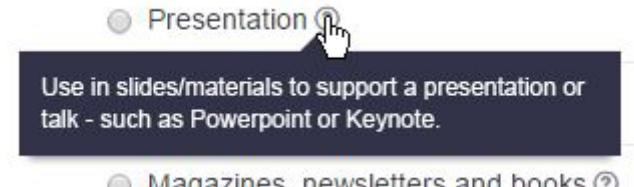
#### Option 1 - white



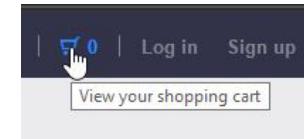
#### Option 2 - grey



#### Option 1 - navy



### Browser tooltips



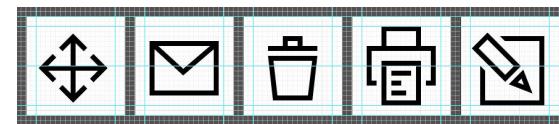
## 2.26 Alamy iconography

Icons are used in a number of scenarios across the website, from navigation to graphics helping break up content heavy areas.

To maintain consistency across the website, all icons should follow a similar line-drawing style design. In general, icons are converted to fonts, which can then be coloured using one of the primary colours, according to purpose.

The Alamy icon set can be found [here](#).

All icons have been carefully designed within a grid to be well balanced when in situ with other icons. Some icons are deliberately scaled differently to others.



## 2.27 Other iconography

Alamy has additional sets of icons for the Alamy blog, for Alamy Image Manager, and for social media sites.

The Alamy blog icons are [here](#).

AIM icons are [here](#).

The social media icons are [here](#).

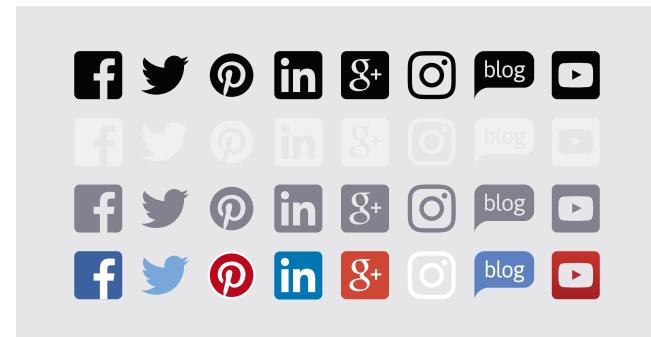
Alamy blog icons



AIM icons



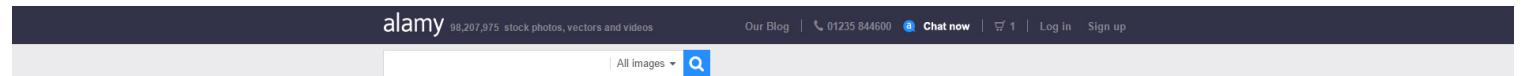
Social media icons



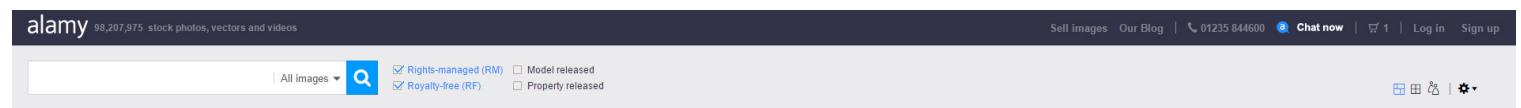
## 3.1 Masthead

Alamy has several versions of the masthead. Different versions are necessary to sit well with page content, both for visual and business reasons.

### Masthead with search bar - 12 column width desktop



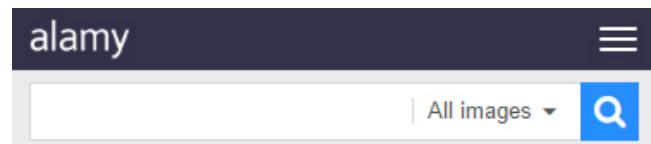
### Masthead with search bar - full width desktop



### Masthead without search bar - homepage desktop



### Masthead with search bar - mobile full width



## 3.2 Main navigation

The masthead is mandatory on all pages (except the payment page). It contains the Alamy logo and strapline, and key actions such as the basket and signup links. The image search sits below and is visible on most pages.

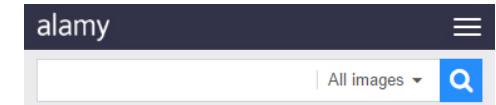
The footer is the standard signoff for the majority of web pages. It contains links to the rest of the site, and the email signup form. It may also contain the strapline, copyright information, social links, and to support good UX - Trustpilot reviews and payment icons.

The masthead and footer do not follow the standard hover styling rules (ie deep cyan underlined).

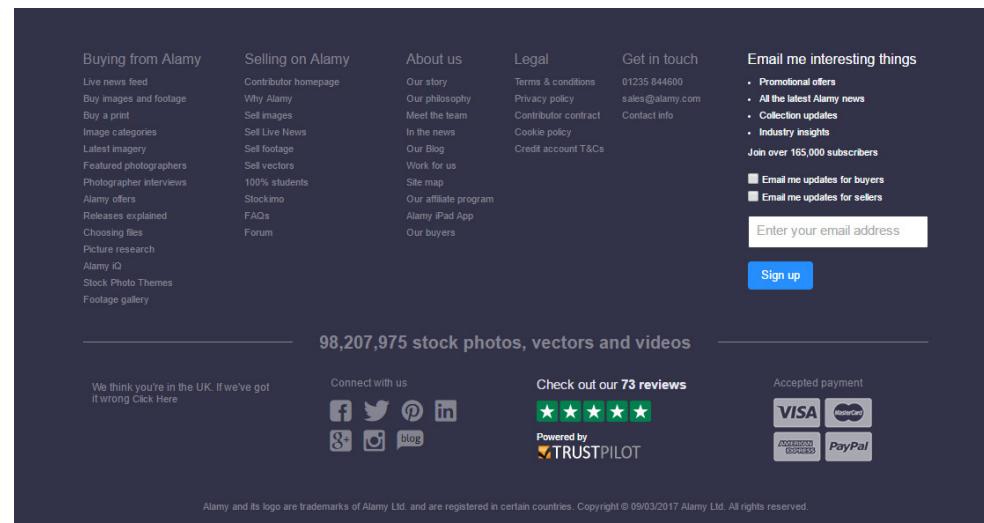
### Desktop masthead with search bar



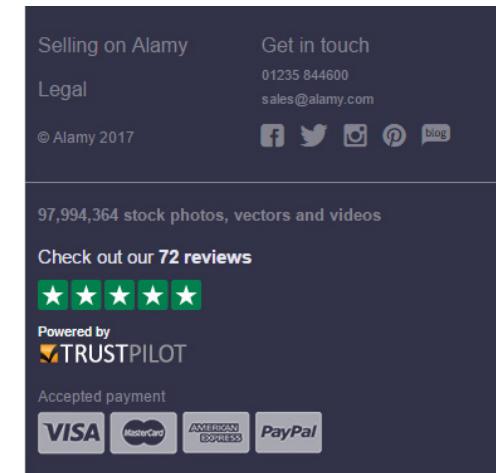
### Mobile masthead with search bar



### Desktop footer



### Mobile footer



## 4.1 Image page

Wherever possible the image page should follow the digital guidelines. However, due to the importance of testing, promotions and ongoing developments of the image page, some flexibility is essential.

### Image page

**alamy** 93,477,309 stock photos, vectors and videos

01235 844600 Chat now 0 Log in Sign up

cat All images

Stock Photo - Domestic cat, portrait, close-up

Buy this stock image now...

<input checked="" type="radio"/> Personal use	£ 9.99
<input type="radio"/> Presentation	£ 9.99
<input type="radio"/> Website	£ 29.99
<input type="radio"/> Magazines, newsletters and books	£ 39.99
<input type="radio"/> Marketing package: Small business	£ 39.99
<input type="radio"/> Marketing package: Large business	£ 149.99

Choose a royalty-free licence

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If there are people or property in this image and you want to use it commercially, you'll need to get permission from the model, artist, owner, estate, trademark or brand. Find out more on our releases help page.

Stock photos by the same artist [view all](#)

Need a print? Print your Alamy purchases with Art.com

- Buy your digital file on Alamy.
- Click the 'order print' button on the order confirmation page.
- On the Alamy prints site (powered by Art.com) choose your frame, the size and finish of your photo.
- Complete purchase and receive your print within 12 days!

Search stock photos by tags

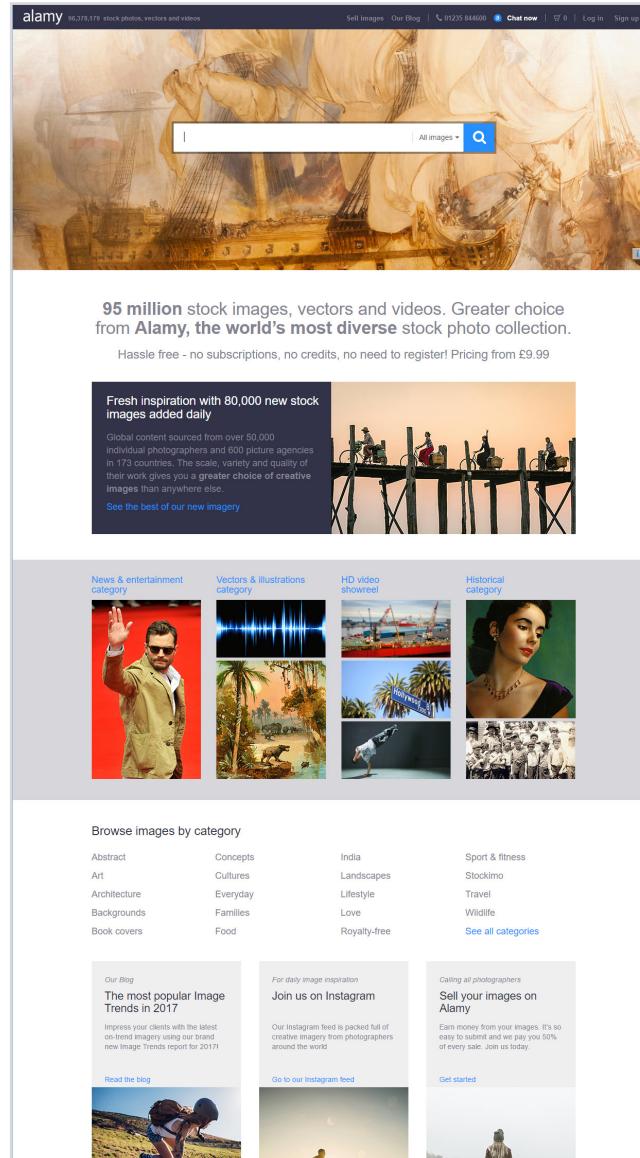
wildlife Corbis All Corporation Hang Microsoft Quan Fruit Hang Microsoft Quan Hang  
Corporation Hang Microsoft Quan Fruit Hang Microsoft Quan Hang

Similar stock images [view all](#)

## 4.2 Home page

This is how the home page would look once the new style guides are implemented.

Current home page



New home page

