# alamy

## Digital brand guidelines

20 Mar 2017

Version 1.0

# alamy

## Introduction

## 1. Foundation

## 2. Building blocks

## 3. Components

## 4. More...

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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:

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# 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

980px



20px outer margin

20px (10px + 10px) gutter

60px column

## Mobile

100% width
(Minimum width 320px)



10px outer margin

20px gutter
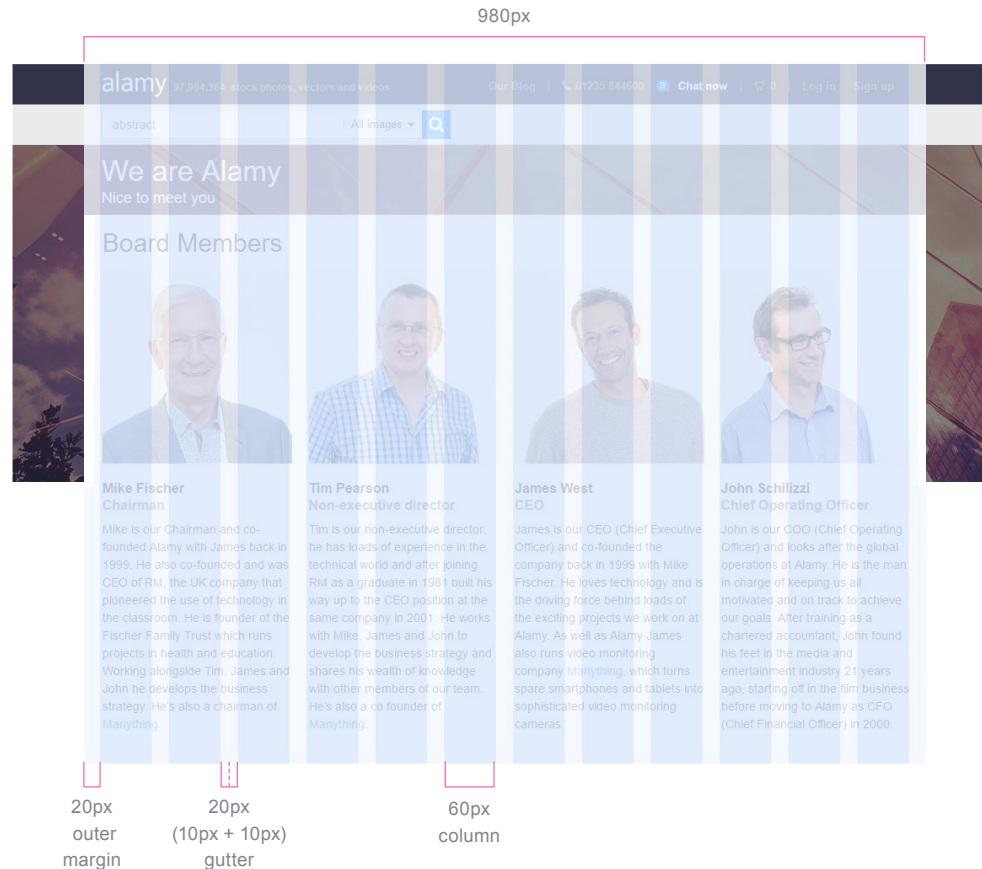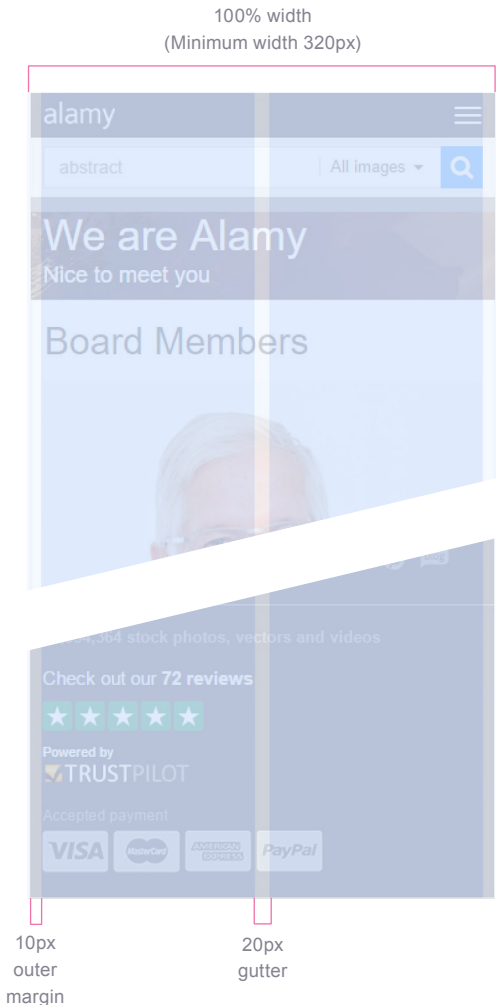
**♀ Tip:** For mobile, minimum width of content should be 50% of window size. Images and backgrounds may expand past the 12 column grid to 100% of the screen size to create a more contemporary and responsive layout.

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# 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 reduce. 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
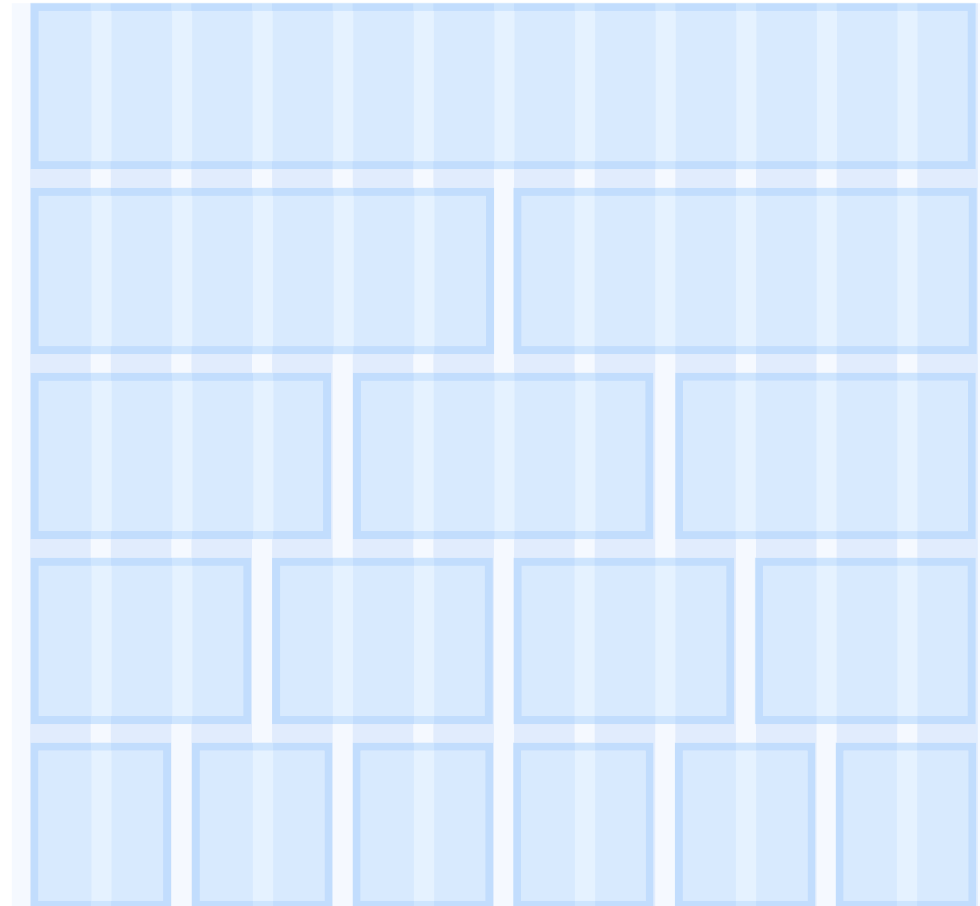
Example content blocks for mobile

# alamy
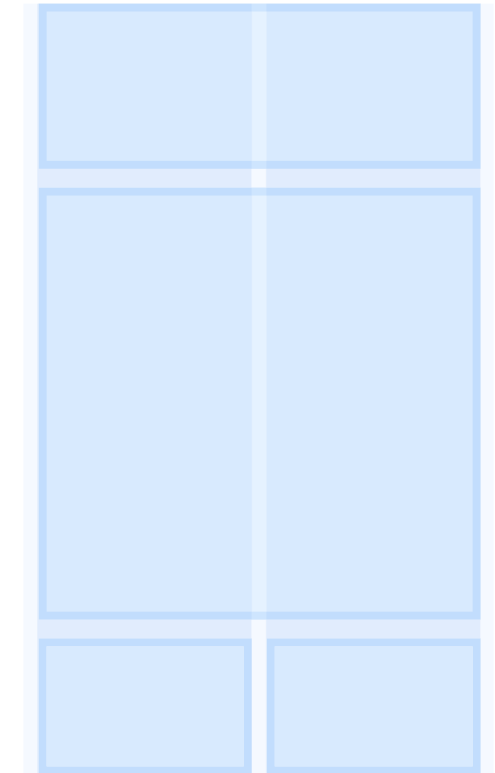
# 1.3 Content templates

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
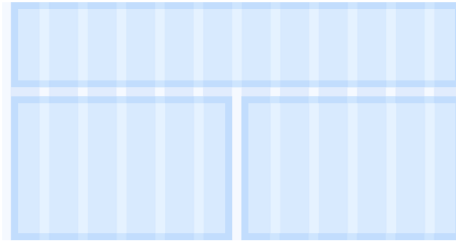
## 3 column desktop layout
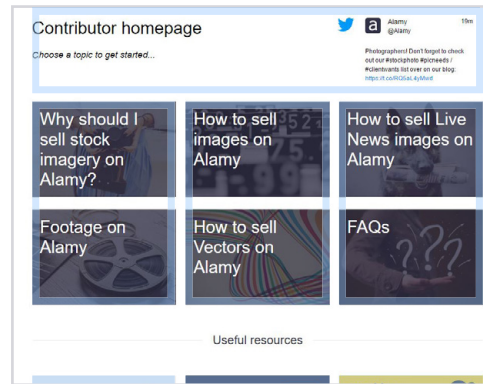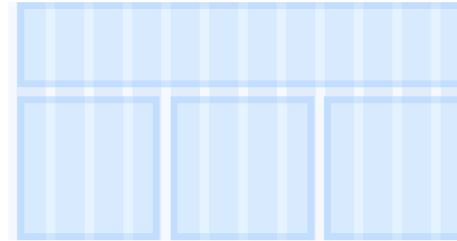
## 4 column desktop layout
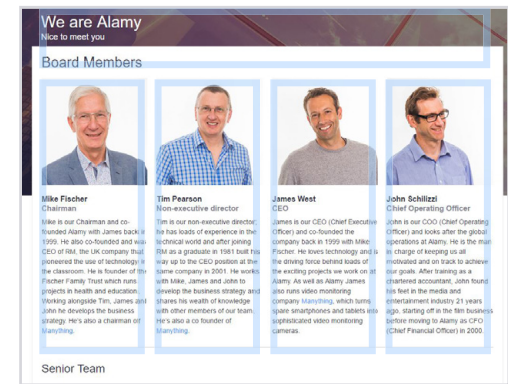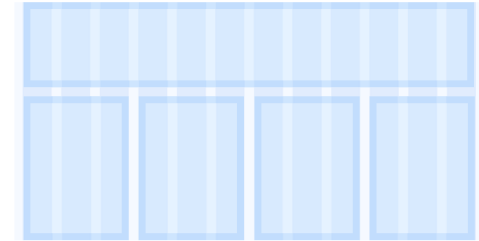


## 2 column mobile layout

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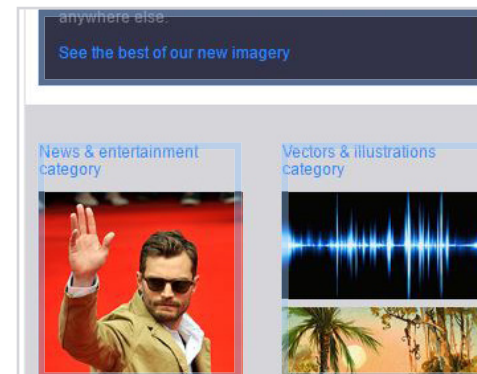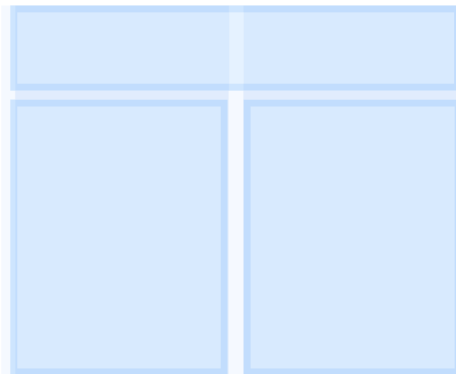
Any page with jump navigation should use a 1:2 layout, with the navigation on the left, and the content on the right.

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
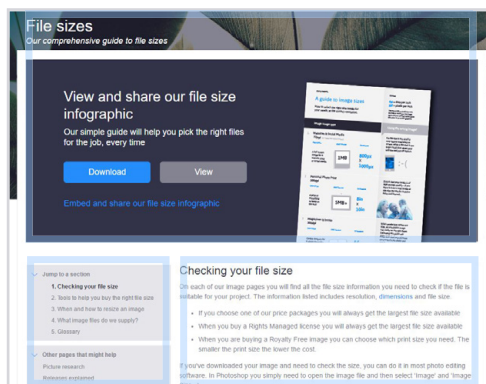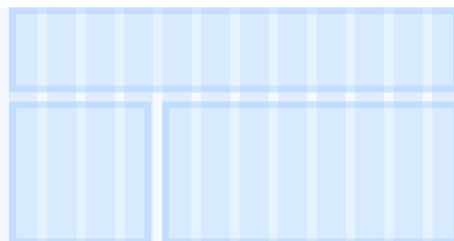


## 2:1 desktop layout
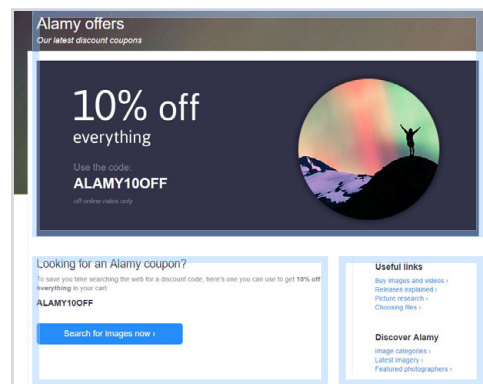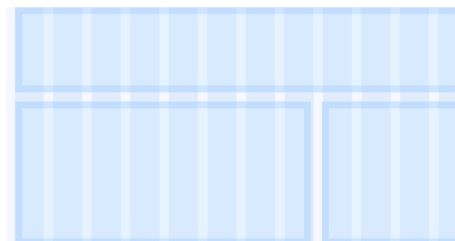


## Flexible creative layout
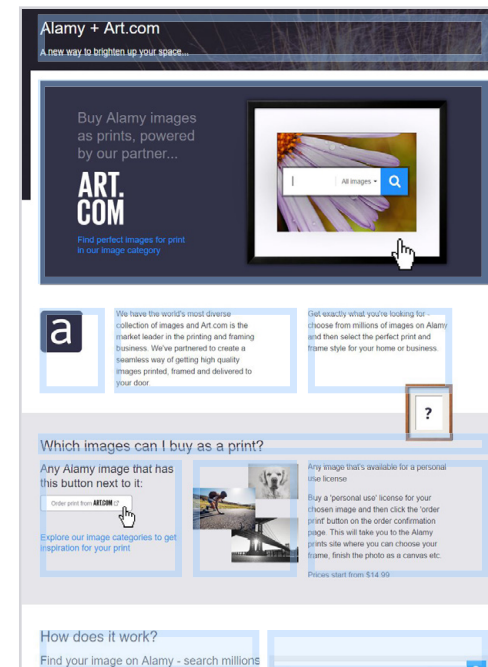
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# 2.1 Colour summary

## 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

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# 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 | Cyan |
|---|---|
| Button hover: Deep navy #595961 R89 G89 B97 | Button hover: Deep cyan #1A60AB R26 G96 B171 |
| Button disabled: Light navy tint #B5B5BD R181 G181 B189 | Button disabled: Light cyan #92C6FD R146 G198 B253 |

## Identity/status

| Green | Orange | Red |
|---|---|---|
| Deep green #277B32 R39 G123 B50 | | Deep red #9F1318 R159 G19 B24 |
| Light green #88D392 R136 G211 B146 | | |

## Exclusive colours

| iQ yellow | Download red |
|---|---|
| | Download hover #E35342 R227 G83 B66 |
| | 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 | Subtle text: Light navy AA #6F6F7F R111 G111 B127 | Errors: Red #DF0000 R223 G0 B0 |
|---|---|---|
| Prominent text on background tint: Dark navy #323248 R50 G50 B72 | Subtle text on background tint: Deep navy #595961 R89 G89 B97 | **Bold deep cyan may be used to highlight a word or phrase** |
| Prominent text on dark background: White #FFFFFF | Subtle text on dark background: Light navy tint #B5B5BD | |

## Text links - states

| Prominent link: Cyan AA #0066FF R0 G102 B255 | Standard link: Dark navy #323248 OR Light navy AA #6F6F7F | Link hover: Deep cyan #1A60AB R26 G96 B171 | Disabled text: Light navy tint #B5B5BD R181 G181 B189 |
|---|---|---|---|
| Prominent link on background tint: Cyan AA #0066FF R0 G102 B255 | Standard link on background tint: Dark navy #323248 OR Deep navy #595961 | Link hover on background tint: Deep cyan #1A60AB R26 G96 B171 | Disabled text on background tint: Light navy tint #B5B5BD R181 G181 B189 |
| Prominent link on dark bg: White #FFFFFF may be underlined | Subtle link on dark bg: Light navy tint #B5B5BD may be underlined | Link hover on dark bg: Cyan #268EFC | Disabled text on dark bg: Light navy AA #6F6F7F R111 G111 B127 |

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## 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!@£$%^&*()_+***

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## 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

ⓘ **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).

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# 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

**125%** line height

50%

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

Section end 200%

Heading

**125%** line height

50%

Sub heading

**125%** line height

50%

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

## Paragraphs and lists

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

150% line height

Standard space after 100%

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.

Standard space after 100%

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

List space after 50%

- Second list item

List space after 50%

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

List last child 100%

This is the last sentence.

---

ⓘ **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 size, unless otherwise stated. Non-headings have 0/50/100/200% space after, depending on usage (see above).

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# 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 H3 H4 H5 **H6 (bold)** | On light bg: Dark navy #323248 R50 G50 B72 | On dark bg: White #FFFFFF R255 G255 B255 | On light bg: Light navy AA #6F6F7F R111 G111 B127 | On dark bg: Light navy tint #B5B5BD R181 G181 B189 |
| P large P standard P small | On light bg: Light navy AA #6F6F7F R111 G111 B127 | On dark bg: White #FFFFFF R255 G255 B255 | On light bg: Dark navy #323248 R50 G50 B72 | On dark bg: Light navy tint #B5B5BD R181 G181 B189 |
| 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 | On light bg: same as text = Dark navy or light navy AA | On dark bg: Light navy tint #B5B5BD R181 G181 B189 |
| 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 | | |

ⓘ **Important:** Please refer to "Colours in depth" for guidance on **coloured text on darker backgrounds**

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# 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
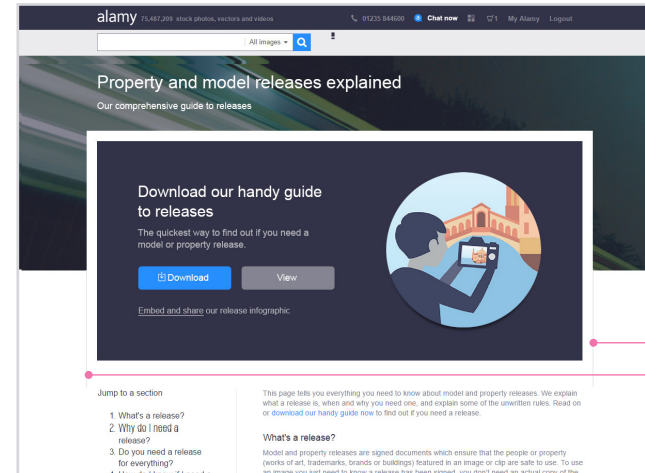


1px border:
Dark grey
#D6D6DB
R214 G214 B218

### Horizontal banding
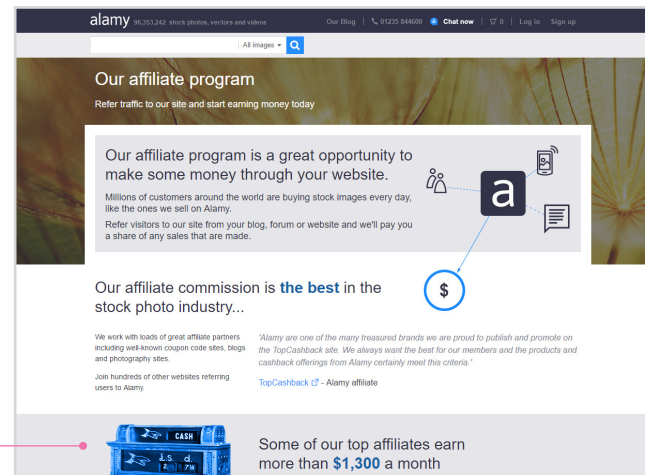


Background:
Light grey
#E6E6E9
R230 G230 B233

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# 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

H1 34px
Arial regular
White #FFFFFF
Normal line height
= 125% = 42.5px.
Normal
space after
= 50% = 17px.
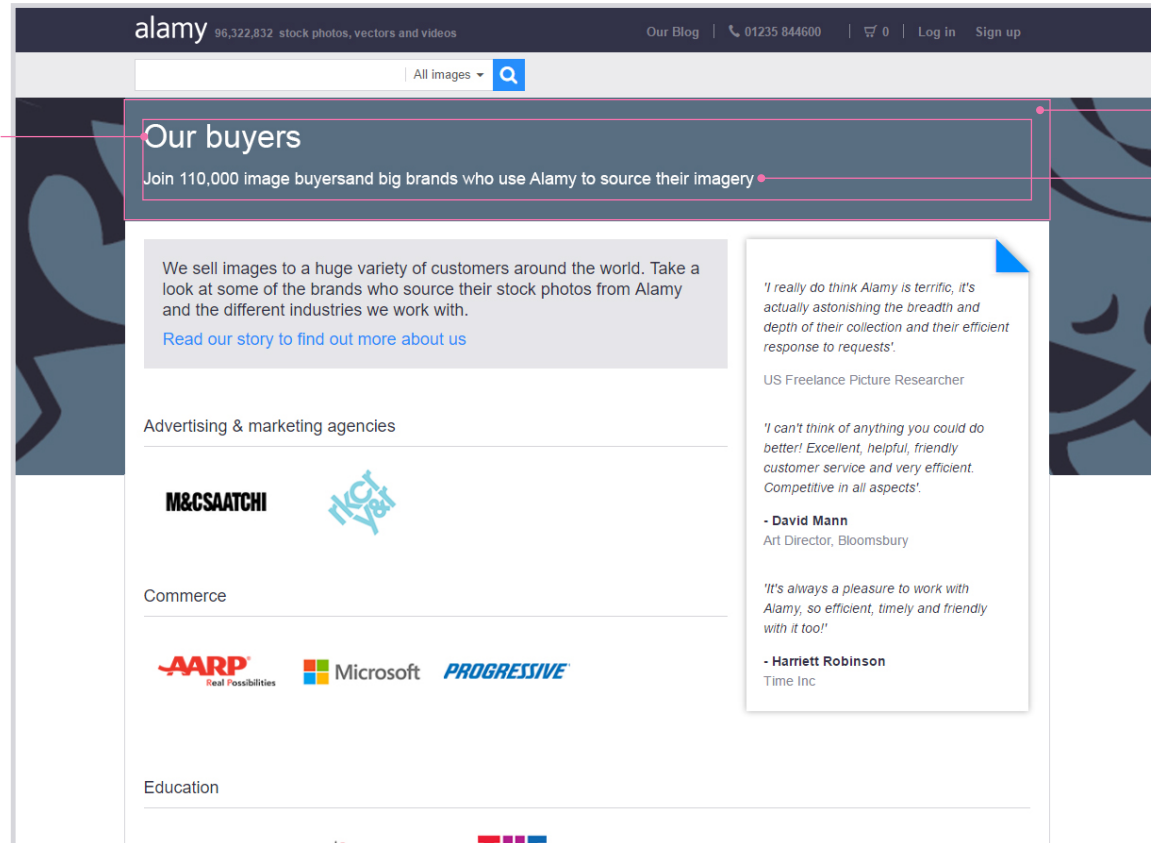
20px padding

H5 18px
Arial regular
White #FFFFFF
Normal line height
= 125% = 22.5px.
Normal
space after
= 50% = 17px.

alamy  96,322,832  stock photos, vectors and videos

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### Our buyers

Join 110,000 image buyersand big brands who use Alamy to source their imagery

We sell images to a huge variety of customers around the world. Take a look at some of the brands who source their stock photos from Alamy and the different industries we work with.

Read our story to find out more about us

'I really do think Alamy is terrific, it's actually astonishing the breadth and depth of their collection and their efficient response to requests'.

US Freelance Picture Researcher

'I can't think of anything you could do better! Excellent, helpful, friendly customer service and very efficient. Competitive in all aspects'.

**- David Mann**
Art Director, Bloomsbury

'It's always a pleasure to work with Alamy, so efficient, timely and friendly with it too!'

**- Harriett Robinson**
Time Inc

Advertising & marketing agencies

M&CSAATCHI   rKCr y&r

Commerce

AARP Real Possibilities   ▦ Microsoft   PROGRESSIVE

Education

ℹ️ **Important:** All headings have a line height of 125% of font-size and 50% space after.

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# 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
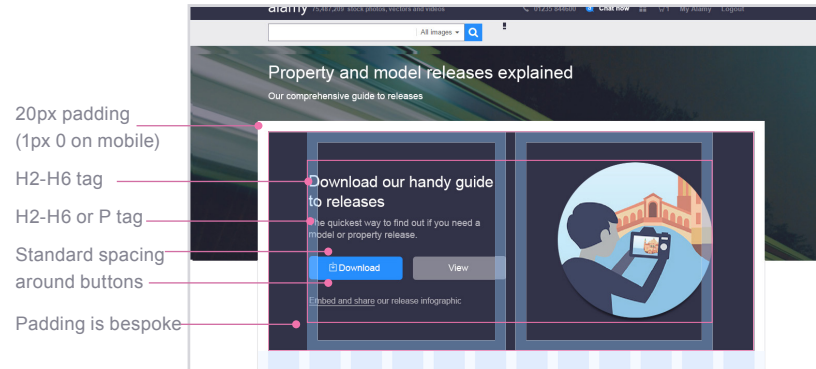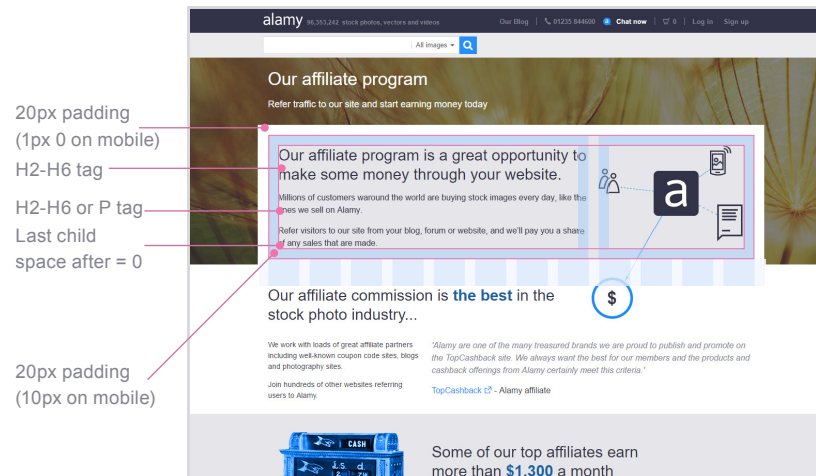


20px padding
(1px 0 on mobile)

H2-H6 tag

H2-H6 or P tag

Standard spacing
around buttons

Padding is bespoke

## Page hero example 2



20px padding
(1px 0 on mobile)

H2-H6 tag

H2-H6 or P tag

Last child
space after = 0

20px padding
(10px on mobile)

---

ⓘ **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).

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# 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

Padding: 7px (50% font size)
Line height: 21px (150% font size)
Padding: 7px (50% font size)

Button 14px

Corner radius: 5px (math round font-size/3)

Whole-column widths (max width desktop) 300px

Padding: 9px (50% font size)
Line height: 27px (150% font size)
Padding: 9px (50% font size)

Button 18px

Corner radius: 6px (math round font-size/3)

Whole-column widths (max width desktop) 300px

## 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

**Important: Designer note:** button height = 250% of font-size. | **Dev note:** button height = padding + line-height. **Everyone:** corner radius = mathround font-size/3.

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# 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.

ⓘ **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

Form container (up to 6 columns)

Form fields occupy max 300px (4 columns desktop)

20px padding

H1 Arial 34px regular
Dark navy #323248
Line height 125% = 22.5px

1px standard border
Dark grey #D6D6DB

# Form title

H5 (Arial 18px regular)
Dark navy #323248
Line height 125% = 22.5px
(Space after last child 0% = 0px)

## Section title

Arial 14px bold
Dark navy #323248

1px standard border
Dark grey #D6D6DB

Clearly indicate when fields are optional

**Field label**

Arial 14px
Light navy AA #6F6F7F

Prompt text

**Field label** (optional)

Prompt text

1px strong border
Light navy tint #B5B5BD

## Section title

Arial 14px regular
Dark navy #323248

**Field label**

Drop down menu ▼

Arial 18px regular
White #FFFFFF

Submit button

20px padding

# alamy

## 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**

# Form title

Standard space after heading = 50% = 17px

## Section title

30px section gap

**Field label**

5px label gap

I am typing here|

10px group gap

**Field label** (optional)

5px label gap

Prompt text

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

30px section gap

30px section gap

## Section title

**Field label**

Drop down menu ▼

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

30px section gap

Submit button

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

# 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

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

## Expandable text area

### Expandable text area label

Padding 10px

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

## Active state

### Active text field

I am typing now|

## Error state

### Text field with error

5px label gap

This field is in the wrong format

5px

Error message

ⓘ **Important: Line heights:** all headings have a line height of 125% of font-size. All non-headings have a line height of 150% of the font height, unless otherwise stated

Page 20

# alamy

# 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

### Checkboxes

5px label gap

1px strong border
Light navy tint
#B5B5BD

**Checkbox on (bold**/regular)

10px group gap

Checkbox off

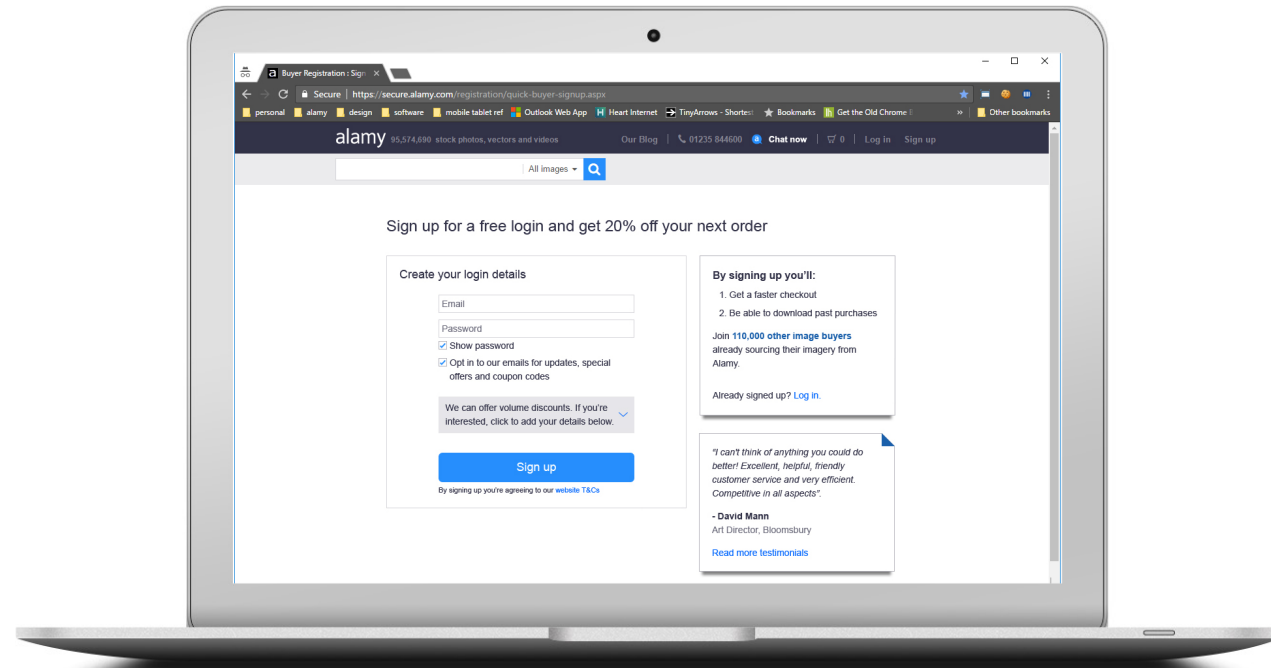Checkbox indeterminate

Deep cyan
#1A60AB

Checkbox hover

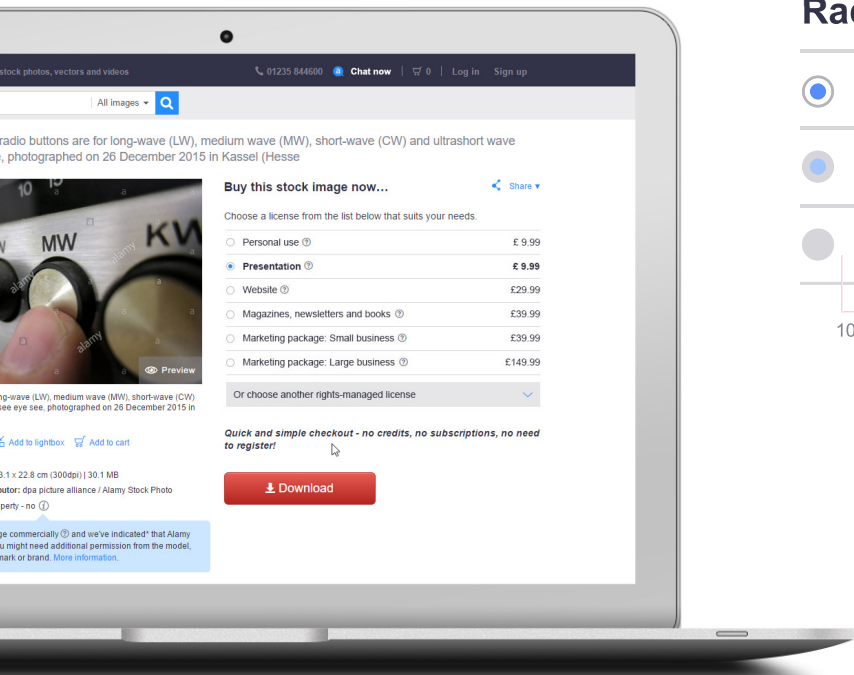Dark grey
#D6D6DB
Light cyan
#92C6FD

Checkbox disabled

Disabled text
Light navy tint #B5B5BD

10px

# 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)  — 5px label gap

○ Radio off  — 10px group gap

⦿ Radio hover

### Radio button table

### Radio group

⦿ **Radio on bold**                    **£price**  — 1px standard border
                                                    Dark grey
                                                    #D6D6DB

○ Radio on disabled              £price

○ Radio off disabled             £price   — Height =
                                            top padding (50%)
                                            + bottom padding (50%)
                                            + line height (150%)
                                            = 250% font-size

10px

# alamy

# 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

❯ Grouped accordion hover

Arrow height = font-size

Light grey #E6E6E9

Deep cyan #1A60AB

## Accordions - single

### Accordion (single)
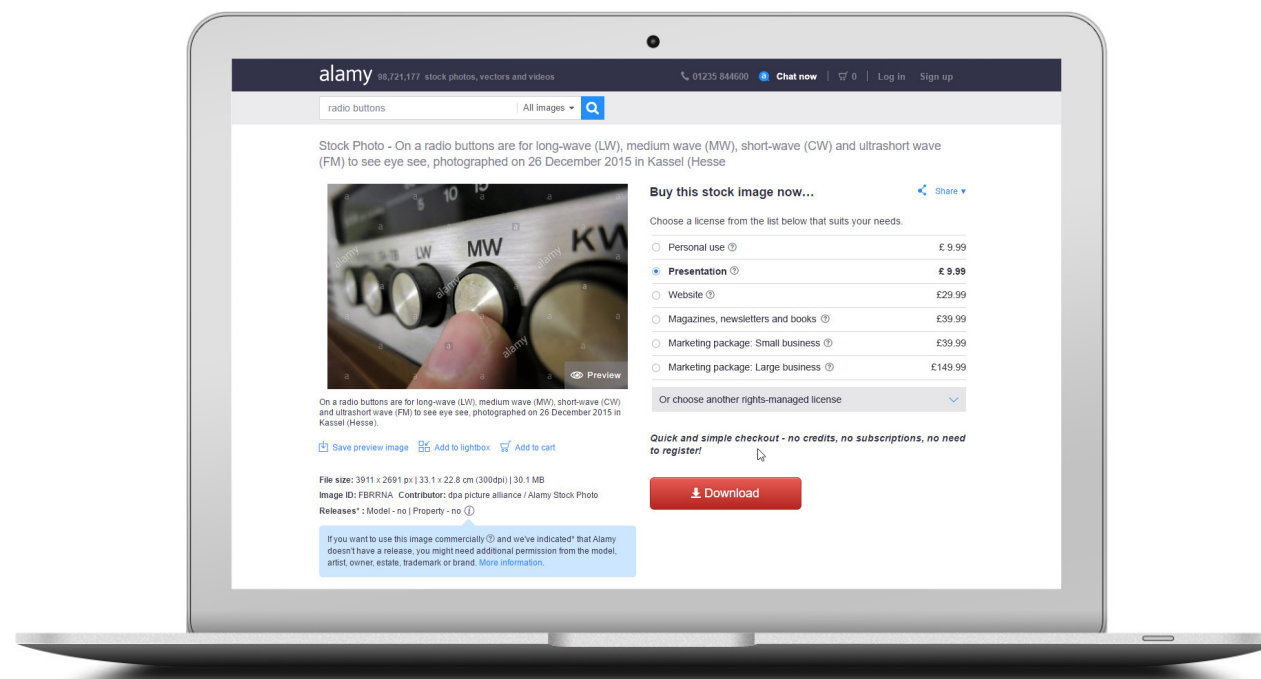
Collapsed single (arrow right) ⌄

### Disabled accordion

Collapsed single (arrow right) ⌄

Light grey #E6E6E9

Light navy tint #B5B5BD

Light cyan #92C6FD

# 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

| Dropdown 14px ▼ | Browser-styled arrow coloured cyan |
|---|---|
| Selected option | Light navy #848491 |
| Hover option | Dark grey #D6D6DB |
| 3rd option | |

1px standard border
Dark grey #D6D6DB
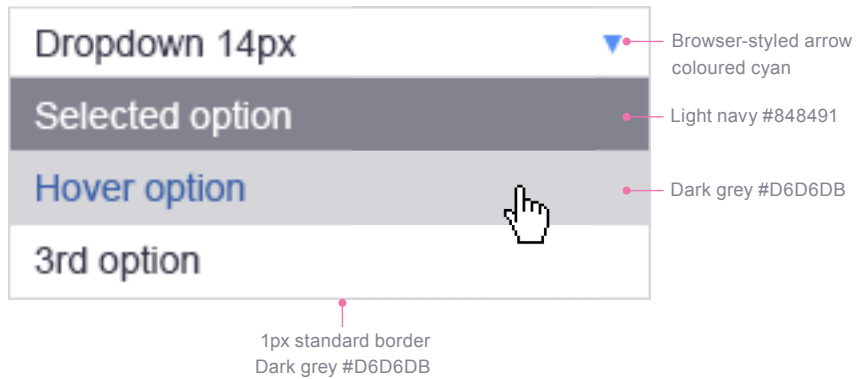
Disabled state

## Dropdown disabled

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

| Dropdown 14px disabled ▼ | |
|---|---|
| Selected option | Dark grey #D6D6DB |
| No hover option | |
| 3rd option | Light navy tint #B5B5BD |

1px disabled border
Light grey #E6E6E9

ⓘ **Important: Line heights:** all headings have a line height of 125% of font-size. All non-headings have a line height of 150% of the font height, unless otherwise stated

# alamy

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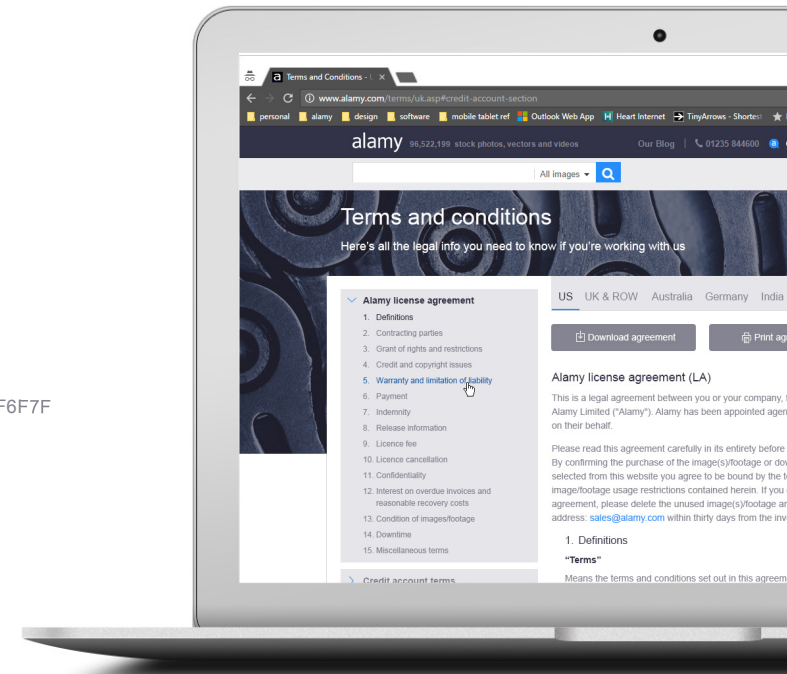
If possible, jump navigation text should be 14px. However, if it's a long list (see right) then 12px may be used in order to fit all of the navigation on the screen.

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



Arrow width = font-size

10px padding

Selected: 16px or 18px bold | Dark navy | #323248

Selected: Bold | dark navy | #323248

Hover: Deep cyan | #1a60ab

12px or 14px regular
Dark navy | #323248
Line height 150%
List space after 50%

10px padding

10px

16px or 18px bold
Light navy AA | #6F6F7F

**Important: Line heights:** all headings have a line height of 125% of font-size. All non-headings have a line height of 150% of the font height, unless otherwise stated
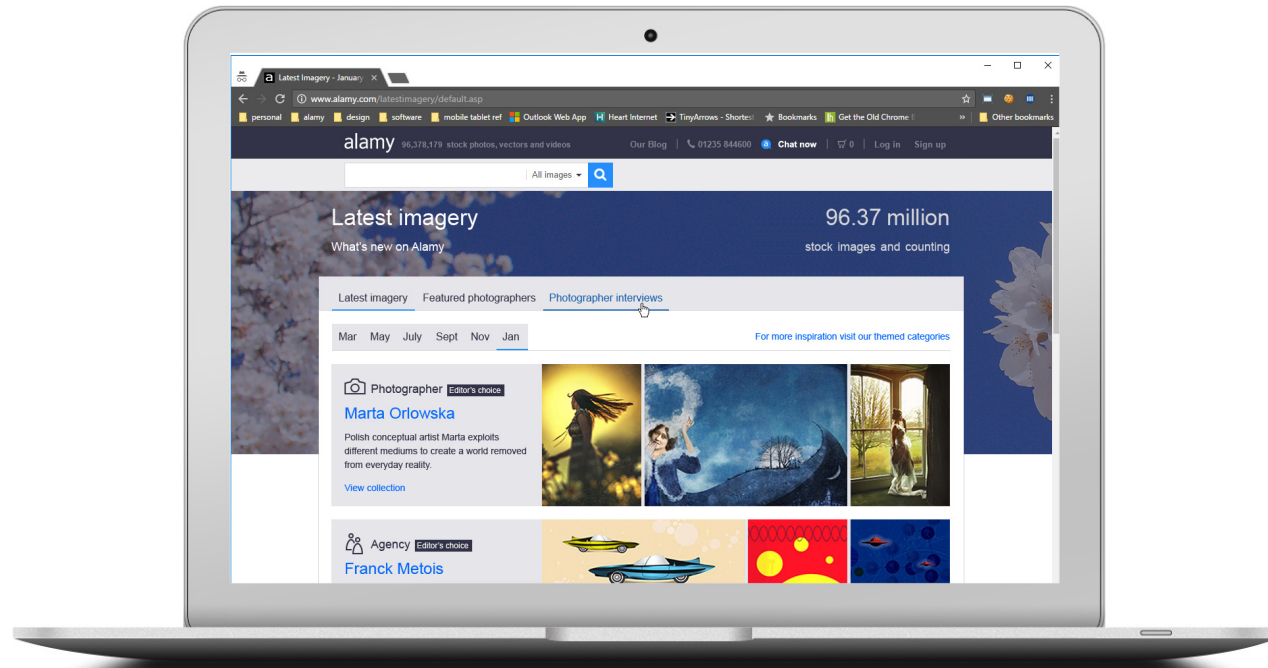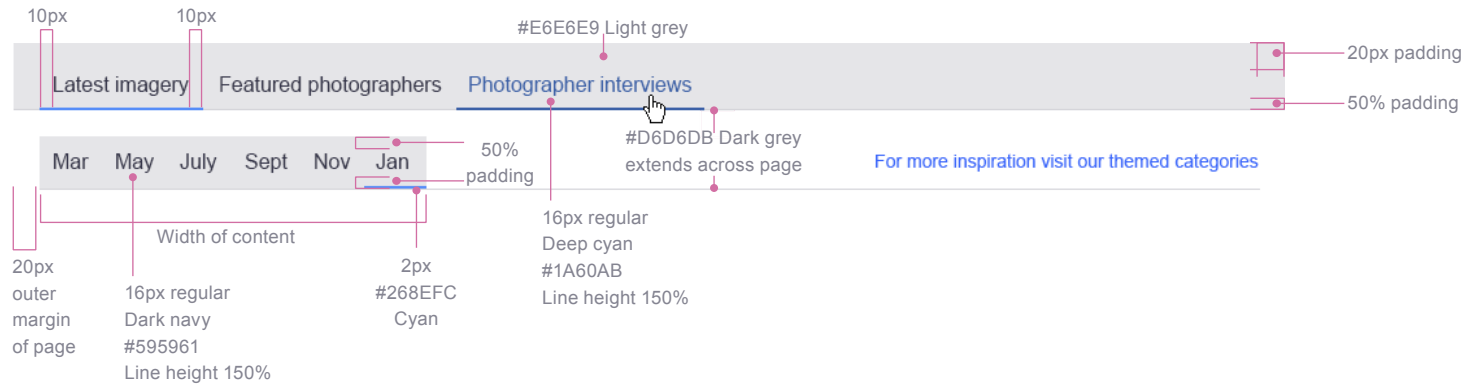
# alamy

## 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

10px   10px

#E6E6E9 Light grey

Latest imagery    Featured photographers    Photographer interviews

20px padding

50% padding

Mar   May   July   Sept   Nov   Jan

50% padding

#D6D6DB Dark grey extends across page

For more inspiration visit our themed categories

Width of content

2px
#268EFC
Cyan

16px regular
Deep cyan
#1A60AB
Line height 150%

20px outer margin of page

16px regular
Dark navy
#595961
Line height 150%

Latest imagery - January
www.alamy.com/latestimagery/default.asp
personal   alamy   design   software   mobile tablet ref   Outlook Web App   Heart Internet   TinyArrows - Shortes   Bookmarks   Get the Old Chrome   Other bookmarks

alamy   96,378,179 stock photos, vectors and videos   Our Blog | 01235 844600   Chat now   0   Log in   Sign up

All images

Latest imagery
What's new on Alamy

96.37 million
stock images and counting

Latest imagery   Featured photographers   Photographer interviews

Mar   May   July   Sept   Nov   Jan   For more inspiration visit our themed categories

Photographer   Editor's choice
Marta Orlowska
Polish conceptual artist Marta exploits different mediums to create a world removed from everyday reality.
View collection

Agency   Editor's choice
Franck Metois

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# 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

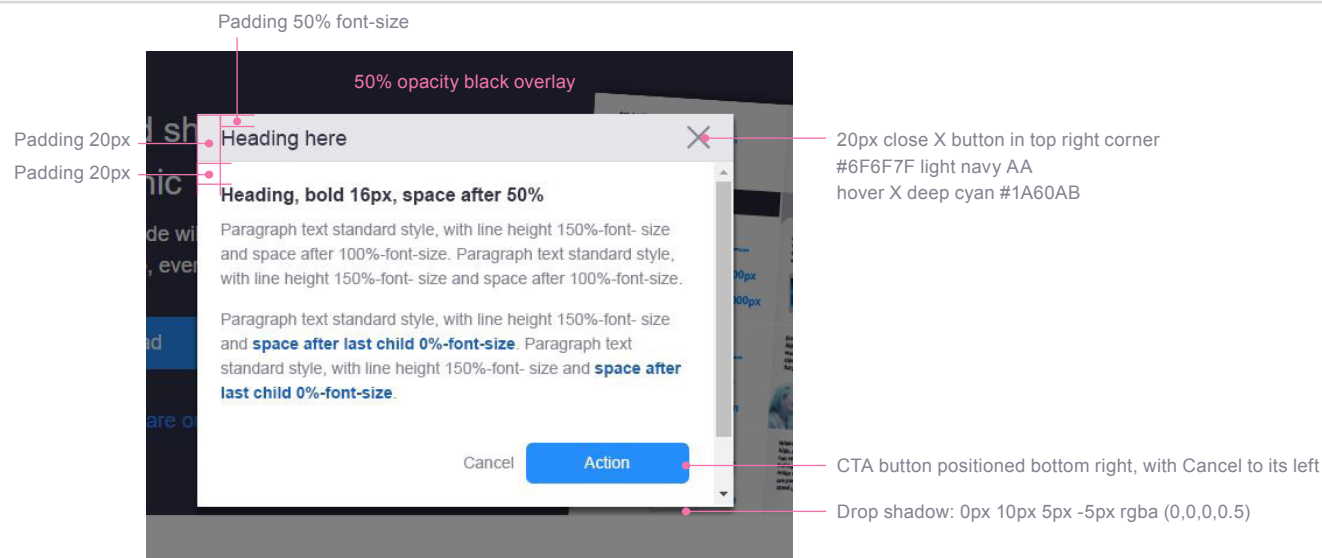| Alamy commission models, rates, fees and payment | Current model - Alamy blue |
|---|---|
| Alamy Commission<br>For sales through www.alamy.com | 50% |
| Alamy Distribution Commission<br>For sales through our distributors | 70%<br>30% to Alamy, 40% to the distributor |
| Alamy Novel Use Commission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

# alamy
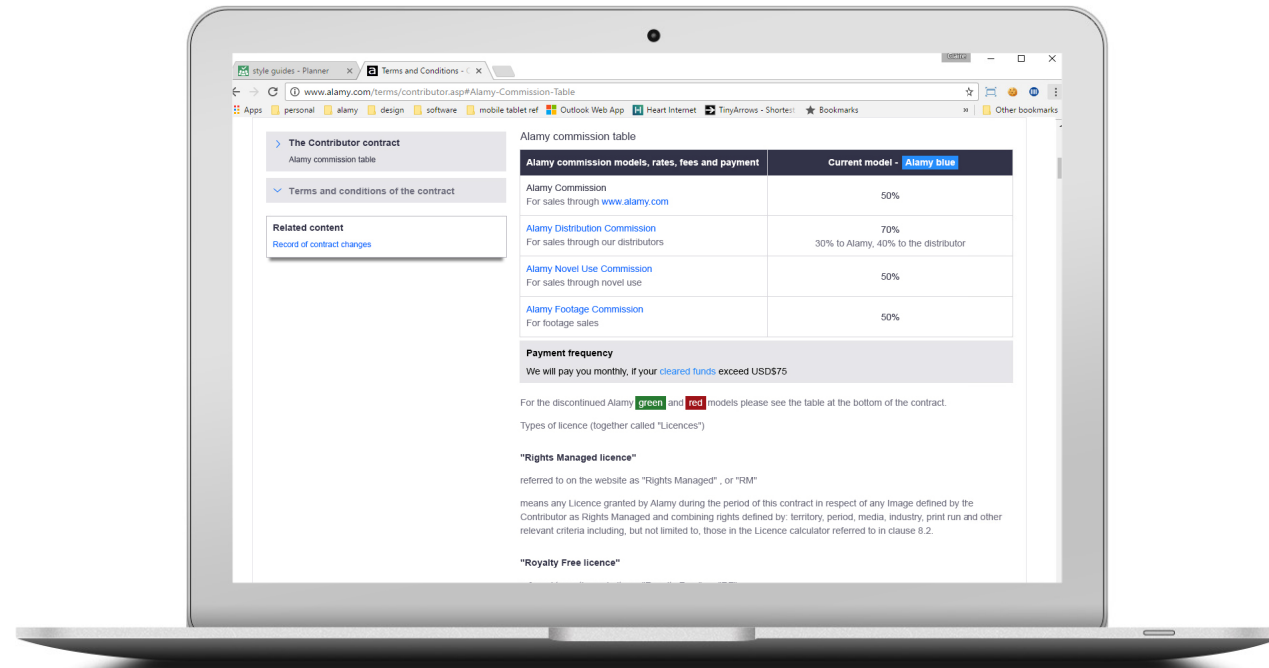
## 2.21 Popups

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.

### Alert popups

Padding 50% font-size

50% opacity black overlay

Padding 20px

Padding 20px

**Heading here** ✕

**Heading, bold 16px, space after 50%**

Paragraph text standard style, with line height 150%-font- size and space after 100%-font-size. Paragraph text standard style, with line height 150%-font- size and space after 100%-font-size.

Paragraph text standard style, with line height 150%-font- size and **space after last child 0%-font-size**. Paragraph text standard style, with line height 150%-font- size and **space after last child 0%-font-size**.

Cancel | **Action**

20px close X button in top right corner #6F6F7F light navy AA hover X deep cyan #1A60AB

CTA button positioned bottom right, with Cancel to its left

Drop shadow: 0px 10px 5px -5px rgba (0,0,0,0.5)

### Image popups

50% opacity black overlay

30px close button in top right corner: 20px cyan X on 30px square bg 70% opacity dark grey #D6D6DB | hover X deep cyan #1A60AB

Drop shadow: 0px 10px 5px -5px rgba (0,0,0,0.5)

---

ⓘ **Important: Line heights:** all headings have a line height of 125% of font-size. All non-headings have a line height of 150% of the font height, unless otherwise stated
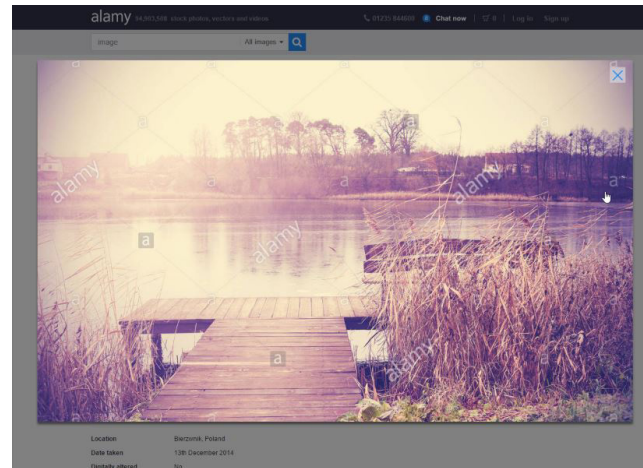
# 2.22 Drop shadows

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.
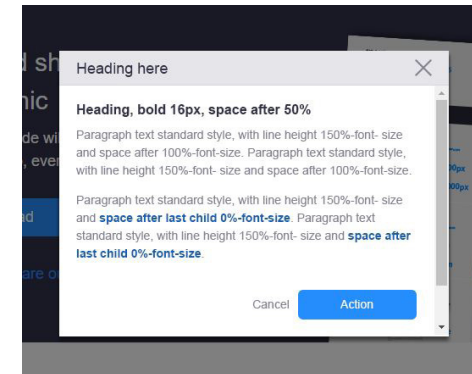
Drop shadow styling is in the downwards direction, with no shadow appearing on the right or left:
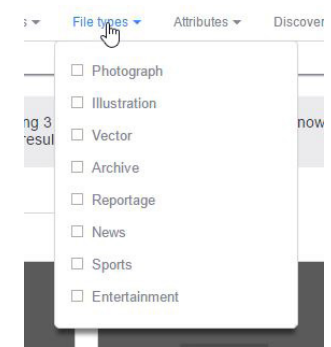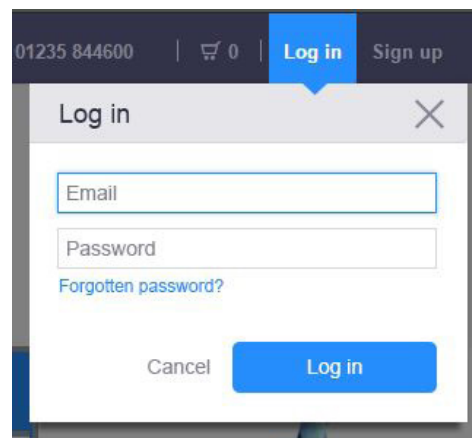
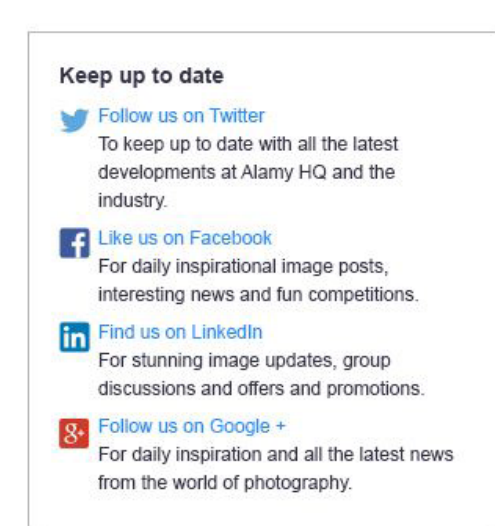0px 10px 5px -5px rgba(0,0,0,0.5)

## Image zoom



## Popups



## Filters



## Dropdowns



## Post-its



'I can't think of anything you could do better! Excellent, helpful, friendly customer service and very efficient. Competitive in all aspects.'

**- David Mann**

Art Director, Bloomsbury

Read more testimonials

## 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.

**Important: Line heights:** all headings have a line height of 125% of font-size. All non-headings have a line height of 150% of the font height, unless otherwise stated

# alamy

# 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 ⑦ or reportage ⑦ shots.

## 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

## Related information boxes

### Related content

⤓ Download the Contributor contract

blog Read Thanks Alamy, you just paid for my house

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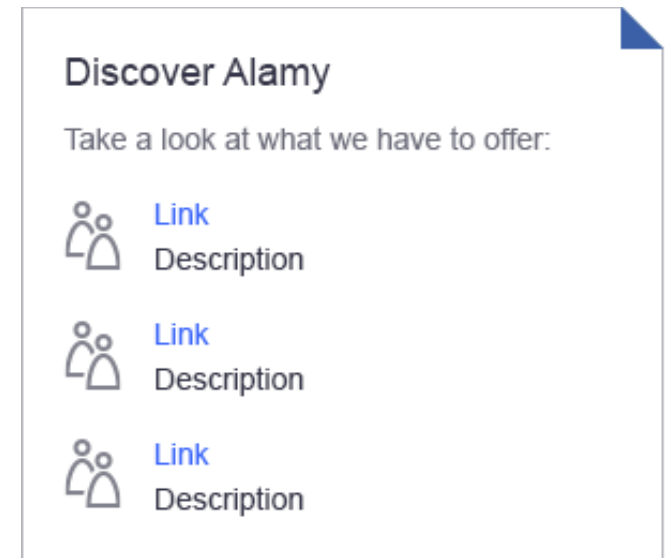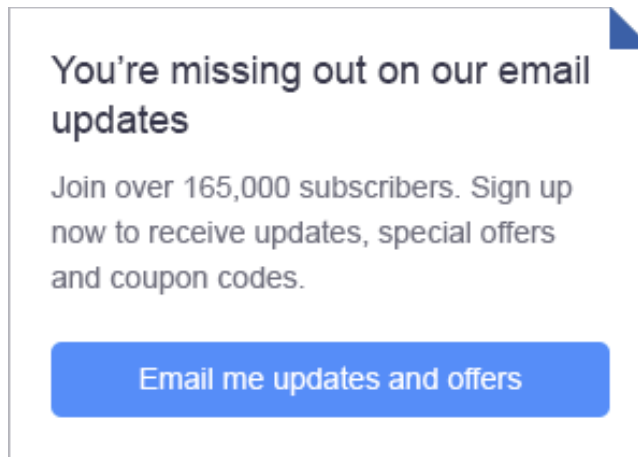For daily inspiration and all the latest news from the world of photography.

cially, rk or

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

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

ⓘ **Important:** Colour tints should be used sparingly, and only to indicate a particular type of information

# alamy

## 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.
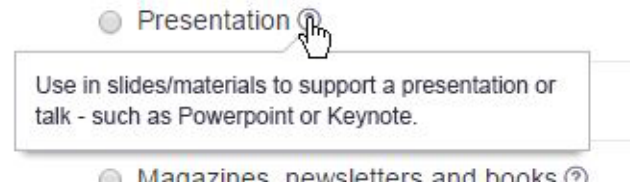
Post-it notes

20px padding

Folded corner #1A60AB | Deep cyan

'I can't think of anything you could do better! Excellent, helpful, friendly customer service and very efficient. Competitive in all aspects.'

1px border #B5B5BD | Light navy tint

Italics | Dark navy | #323248 | Space after 100%

All text 14px
Line height 150%

**- David Mann**

Bold | Dark navy | #323248 | Space after (tight) 0%

Art Director, Bloomsbury

Regular | Light navy AA | #6F6F7F | Space after 100%

Read more testimonials

Regular | Cyan AA | #0066FF | Last child space after 0%

Drop shadow: 0px 10px 5px -5px rgba(0,0,0,0.5)

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

# alamy

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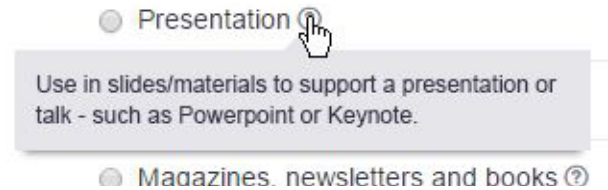
Alamy tooltips should be used on the ? icons. Tooltips on other icons/images should be styled by the browser.

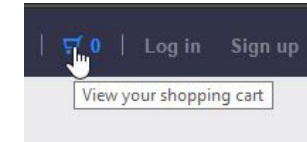### Alamy tooltips on ? icons

Option 1 - white

Option 2 - grey

Option 1 - navy

### Browser tooltips

**Important: Line heights:** all headings have a line height of 125% of font-size. All non-headings have a line height of 150% of the font height, unless otherwise stated

# alamy

# 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.
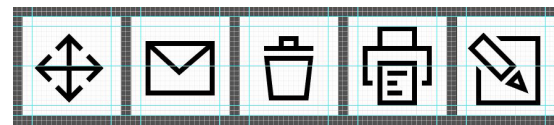
# alamy

# 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**.
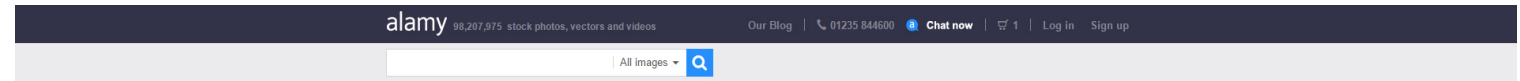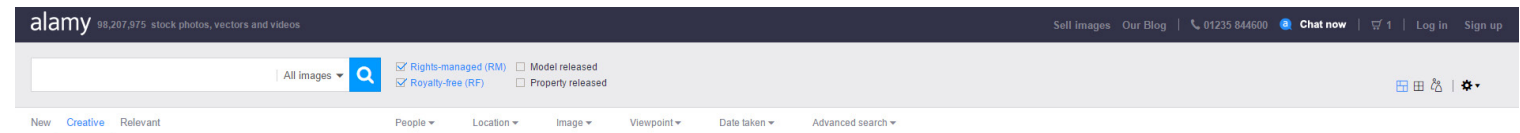
Alamy blog icons

AIM icons

Social media icons

alamy

# 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.

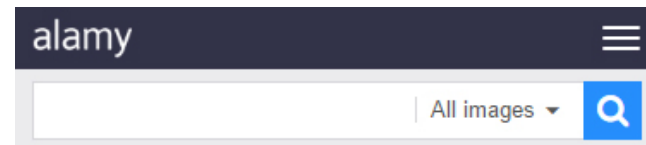Masthead with search bar - 12 column width desktop

Masthead with search bar - full width desktop

Masthead without search bar - homepage desktop

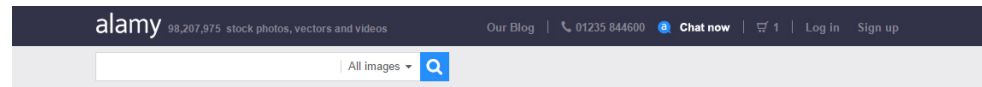Masthead with search bar - mobile full width

alamy

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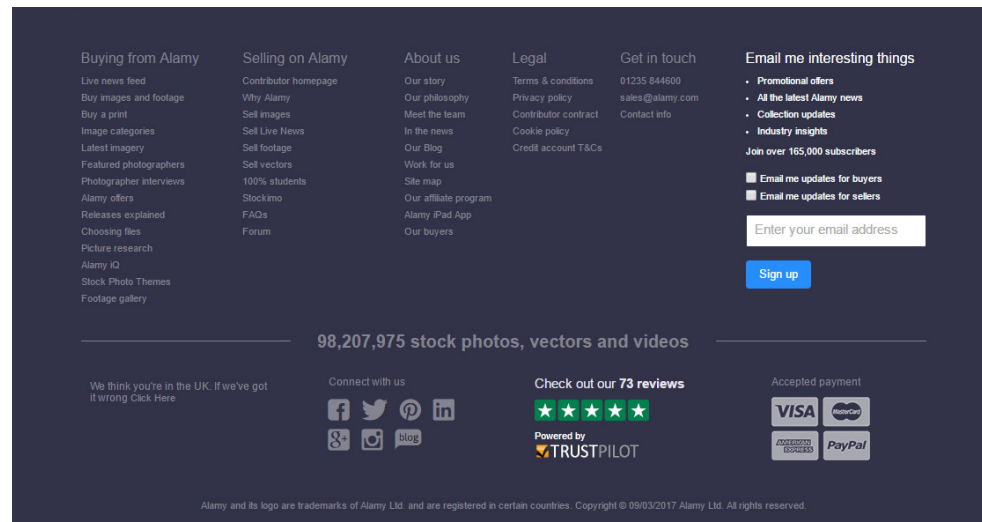
The footer is the standard signoff for the majority of web pages. It contains links to the rest of the site, and the email signup form. It may also contain the strapline, copyright information, social links, and to support good UX - Trustpilot reviews and payment icons.

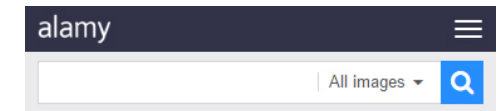The masthead and footer do not follow the standard hover styling rules (ie deep cyan underlined).

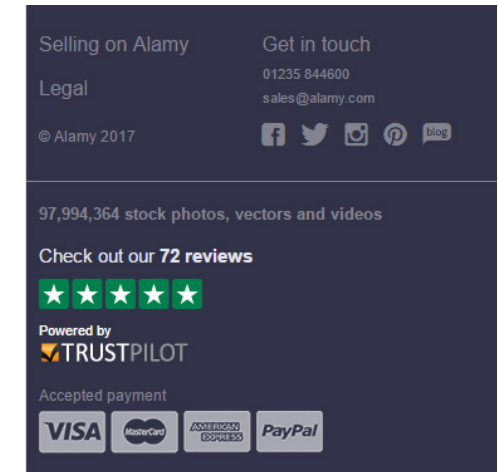### Desktop masthead with search bar

alamy 98,207,975 stock photos, vectors and videos   Our Blog   01235 844600   Chat now   1   Log in   Sign up

All images

### Desktop footer

Buying from Alamy
Live news feed
Buy images and footage
Buy a print
Image categories
Latest imagery
Featured photographers
Photographer interviews
Alamy offers
Releases explained
Choosing files
Picture research
Alamy iQ
Stock Photo Themes
Footage gallery

Selling on Alamy
Contributor homepage
Why Alamy
Sell images
Sell Live News
Sell footage
Sell vectors
100% students
Stockimo
FAQs
Forum

About us
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### Mobile masthead with search bar

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All images

### Mobile footer

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# 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.
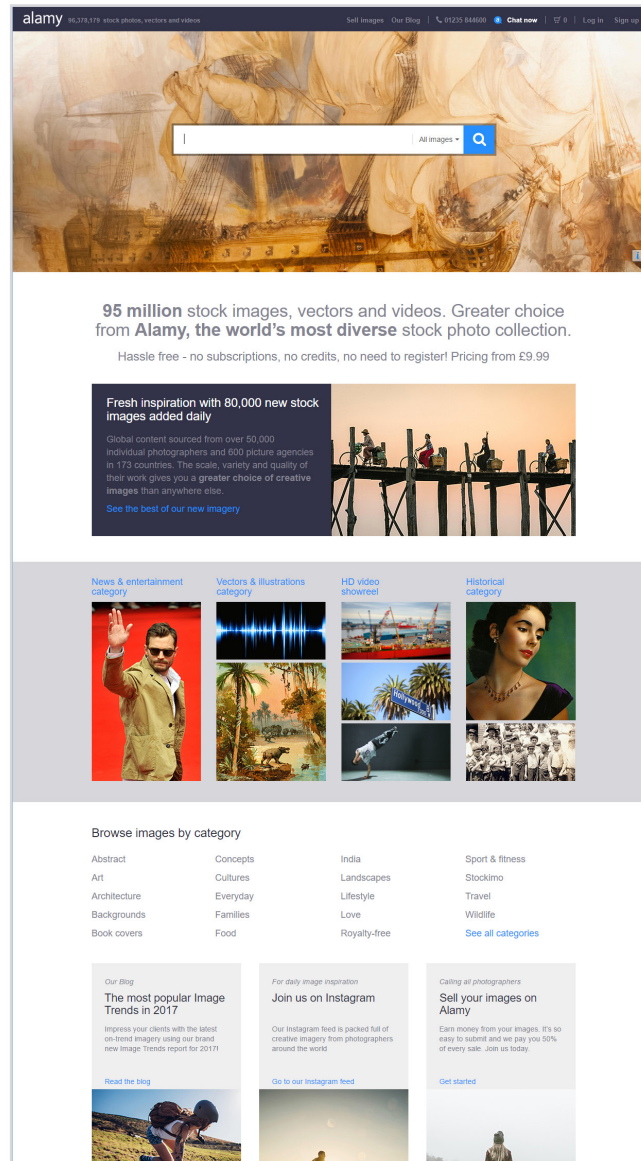
Image page

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# 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